

ANA VICTORIA LEPAGE

CONTACT

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🌐 [Ana Victoria LePage](#)
📍 Florida, USA.

RESUME SUMMARY

I am a results-oriented marketing professional with a strong foundation in digital strategy, campaign execution, content planning, and brand development. I specialize in developing data-driven, creative marketing strategies and executing multi-channel campaigns across Google, Meta, and HubSpot to boost engagement and drive business growth. I am seeking an opportunity to apply my skills within a dynamic team, contribute to impactful marketing efforts, and continue growing as a creative and strategic professional in a fast-paced environment.

EDUCATION

MASTER OF SCIENCE IN MARKETING
FLORIDA INTERNATIONAL UNIVERSITY
MIAMI, USA
JANUARY 2024 – APRIL 2025
GPA: 3.85 / 4.0

BACHELORS IN MODERN LANGUAGES
UNIVERSIDAD METROPOLITANA (UNIMET)
CARACAS, VENEZUELA
SEPTEMBER 2016 – JULY 2021

HIGH SCHOOL DIPLOMA IN HUMANITIES
COLEGIO SAN IGNACIO DE LOYOLA
CARACAS, VENEZUELA
SEPTEMBER 2011 – JULY 2016

- Graduated with honors, top student of her class in Humanities, average score of 18.13/20 points.

WORK EXPERIENCE

ALFECA OCTOBER 2019 – NOVEMBER 2023
Marketing Assistant - Caracas, Venezuela

- Conducted market research and budgeting for national and imported construction materials.
- Managed procurement and ensured alignment with approved budgets.
- Provided client support throughout projects and delivered weekly progress reports to the Marketing Manager.

UNIVERSIDAD METROPOLITANA (UNIMET) JANUARY 2021 – APRIL 2021
Research Assistant (intern), Centro de Investigación para la Infancia y la Familia (CENDIF) - Caracas, Venezuela

- Managed CENDIF's website, social media channels and coordinated participation in academic events.
- Worked and translated scientific documents from Spanish to English and English to Spanish.
- Submitted weekly performance reports to the director.

CERTIFICATIONS

- Google Ads Video Certification (2024).
- PPC Fundamentals Course with Joel Bondorowsky (2024).
- SEO Fundamentals Course with Greg Gifford (2024).
- Google Ads Search Certification (2024).
- HubSpot Academy: Email Marketing Certified (2024).
- Stukent: Digital Marketing Simternship Certificate (2024).
- Google Analytics Certification (2024).
- Google Ads Display Certification (2024).
- AI-Powered Shopping Ads Certification (2024).
- FIU Global Sales Center: Fundamental Sales Skills (2024).
- Hootsuite Platform Certification (2024).
- HubSpot Academy: Social Media Marketing II Certified (2024).
- Stukent: Social Media Marketing Simternship Certificate (2024).
- Marketplace Simulations: Certificate of Completion (2025).
- Lean Six Sigma Yellow Belt Certificate (2025).
- Lean Six Sigma Green Belt Certificate (2025).

PROJECTS

- Conceptualized a strategic marketing plan for Apple Watch Ultra 2 x Pixar's Inside Out 2, featuring research, buyer personas, SMART goals, KPIs, and a \$637K wellness-focused budget.
- Strategized a full-funnel social media campaign to drive an 11% sales increase for PeachTree Revival in 2025; conducted audience analysis, established influencer partnerships, crafted platform-specific content, and allocated a \$57.6K budget to maximize engagement, traffic, and brand awareness.
- Designed and executed an A/B email campaign targeting 200 contacts via HubSpot to promote a marketing blog, achieved a 32% open rate and 26% CTR.
- Executed Google and Meta ad campaigns reaching 10,000+ users, optimizing engagement through A/B testing to improve overall ad performance.
- Implemented a strategic marketing plan in a business simulation, accelerating revenue to \$21.5M, expanding market share to 31.3%, and generating 87% ROI with \$3.47M net profit by optimizing pricing, advertising, and leveraging high-performing carbon fiber bike brand from a \$2M investment.
- Launched a blog-based website with 40+ posts on data storytelling, branding, and campaign design to help small business owners start in marketing and brand growth.