

MARIA LOPEZ

Marketing and Communications Specialist

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Accomplished marketing professional with 8+ years of experience managing all aspects of marketing and communication operations within non-profits, social enterprises, start-ups, and educational institutions. Experienced in content creation and management, campaign operations, client relationship management, communications and PR strategies. Career highlights include increasing customer engagement by 30% with innovative content strategies, leading PR campaigns resulting in a 40% rise in positive media coverage, significantly enhancing the organization's public image, and improving client satisfaction scores by 25% through effective relationship management.

Passionate about utilizing data-driven insights to develop compelling narratives and achieve organizational goals. An engaging leader seeking for my next role in marketing.

AREAS OF EXPERTISE:

- Content Management
- Client Relationship Building
- Digital Marketing
- Social Media Management
- Public Relations
- Data Analysis and Market Research
- Campaign Management
- Communication Strategies
- Continuous Process Improvement
- Higher Management Reporting

EMPLOYMENT EXPERIENCE

Communications Manager LatinoLife | UK

05/2024 -Present

- Developed and executed a comprehensive social media strategy for TikTok resulting in a 30% increase in followers and a 50% increase in engagement rate within 3 months.
- Conducted interviews with prominent figures in the Latino community, generating exclusive content that boosted magazine subscriptions by 20% within a 3-month period
- Managed marketing and promotional teams to a year-to-year increase event attendance by 30% of Latino Life in the Park (The UK's largest Latin music festival), reaching an audience of over 10,000 participants.

Senior Content Writer (Remote) Roster Magazine| USA

10/2023 -Present

- Published **20+ articles** that received an **average of 10% higher reader interaction** compared to the magazine's average.
- Spearheaded the discovery and coverage of 15 emerging Latino artists, contributing to a **25% increase in reader engagement**.
- Nurtured **strategic partnerships** with key media outlets and influencers, **leading to a 20% uplift in brand visibility** and a marked expansion of media footprint.

Senior Content Writer Hite Digital| USA

11/2022 -11/2023

- Crafted engaging content, including blogs, press releases, and service pages for B2B websites, leading to a **30% increase in website traffic**.
- Applied the Story Brand framework to create targeted content, resulting in a **20% boost in customer conversion rates**.
- Executed a **digital newsletter campaign** that expanded the subscriber base by **25% within nine months**, growing the company's reach and establishing a solid channel for ongoing customer engagement.

Senior Communications Manager
Real Property Management | USA

02/2021 -02/2022

- **Cultivated relationships with 40 clients** and property owners and enhanced client satisfaction and **loyalty by 35%** vs previous year.
- Designed and led a training programme for team members on cross-cultural communication and relationship management, resulting in a **10% increase in positive stakeholder feedback** from international clients.
- Created a **digital communication campaign** targeting local and international markets, achieving a **20% increase in engagement from stakeholders** and expanding the company's global reach.

Senior Content Writer
We The Trillions, Bridge for Billions | USA

12/2019 -02/2021

- Produced the launch of the new US Healthcare website, collecting data on obesity prevention, diabetes rates, and plant-based doctors, resulting in a **5% increase in readership**.
- Developed a creative content strategy, producing four high-quality articles for non-profits that increased audience engagement by **30% and expanded the reach of their initiative**.
- Led the creation of a podcast proposal for Bridge for Billions (an Accelerator programme in Central America) resulting in **20% increase in engagement**.

Senior Communications and PR Manager
Cuso International and Fundación Mujer y Futuro (FMF) | Colombia

11/2018 -12/2019

- Reorganised a media outreach program that **increased media mentions by 50%** year-over-year, amplifying FMF's visibility and reinforcing its position as a leading voice in the sector.
- Executed a targeted **SEO and digital marketing strategy** that propelled FMF's social media following from **300 to 3,397 within a year**.
- Led a series of public relations campaigns that resulted in a **40% increase in positive media coverage**, directly enhancing the organisation's public image.

Additional experience as a Marketing and Communications Consultant (2017 - 2018) in Chureca Chic, Managua, Nicaragua, and Senior Research and Communications Manager (2013 - 2016) at the University of San Diego, USA.

EDUCATION & CREDENTIALS

MPH in Public Health, Health Promotion and Behavioural Science • San Diego State University, USA (2013)

BA in Arts, Journalism, and Mass Communications with Honors • University of South Carolina, USA (2011)

Advanced Digital Marketing Certificate • Brain Station, London, UK; **Modern Journalism Certificate** • New York University, USA; **Post Graduate Degree in Brand Management**, The Atomic Garden School, Madrid, Spain.

Languages: Spanish (Native), English (Fluent) and Portuguese (Intermediate).