



# MARIANA GARCÍA URZÚA

Social Media Manager and Content Creator

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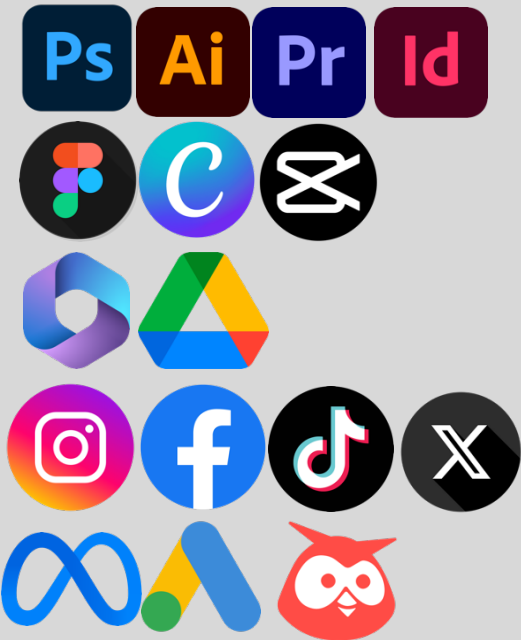
## Professional Summary

Energetic communicator with 4+ years of experience, skilled in executing digital strategies, creating engaging content, and driving brand awareness. Proven ability to build meaningful connections with audiences.

## Skills

- SEO Optimization
- Content Marketing Strategy
- Social Media Listening
- Data Analysis

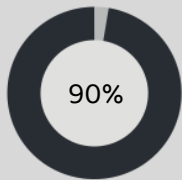
Extensive experience in social media management, customer service, and content creation.



## Languages



SPANISH  
(NATIVE)



ENGLISH  
(PROFICIENT)

## Soft Skills

- Accountability
- Time Management
- Organization
- Autonomy
- Proactivity
- Communication Skills
- Strong Analytical and Comprehension Skills
- Strong writing
- Decision making
- Persistence and consistency
- Adaptability

## Work Experience

### Social Media Manager and Content Creator

Wild Agency (November 2022 - Present)

- Develop and implement comprehensive digital content strategies tailored to specific target audiences to drive engagement
- Analyze content performance through tools like Google Analytics and Meta Business Suite, identifying trends to refine strategies.
- Create compelling written, visual, and video content tailored for various digital platforms and audiences ensuring alignment with brand guidelines and campaign objectives.
- Plan and implement Always-On content to maintain a consistent online presence
- Ensure timely posting and monitoring of social media accounts, maintaining active community engagement.

### Community Manager and Content Creator

Zen Interactive Media (February 2022- November 2022)

- Monitored and managed online communities on Facebook and Instagram, fostering positive engagement and resolving customer inquiries.
- Created and managed a content calendar, resulting in an 76% increase in engagement across platforms and responded to comments and messages promptly, maintaining a 95% response rate.
- Generated monthly reports on community growth, engagement metrics, and user sentiment, identifying key insights to refine strategies.
- Created multimedia and produced high-quality content, tailored for social media

### Communication Assistant

Grupo PDC (June 2021 -December 2021)

- Supported the Communication Coordinator in executing departmental tasks.
- Designed content for internal and external communication.
- Increased internal communication engagement by 80% through strategic content creation and campaign management
- Organized internal events, fostering team cohesion and promoting a positive
- Liaised with internal and external vendors to maintain effective partnerships culture.
- Increased views and impact of distributed content on internal channels.

### Sales Community Manager

iStore (September 2020- May 2021)

- Converted leads into sales through proactive client engagement.
- Increased customer satisfaction ratings and social media engagement by managing interactions.
- Developed and published organic content to showcase products and services, to increase in engagement and reach.

### Front Desk and Customer Service

Femmefit (July 2019 - January 2020)

- Managed daily administrative operations, ensuring seamless office functionality.
- Provided customer support across multiple channels.
- Managed client billing, processed payments, and maintained detailed records.
- Achieved sales targets consistently by effectively promoting and selling packages, improving overall client engagement and satisfaction.
- Created detailed monthly reports on sales and new clients for management review.

## Education

### Bachelor's Degree in Communication Sciences

Universidad Rafael Landívar (2017 - 2021)

Focused on journalism, organizational communication, public relations, audiovisual and radio production, communication for development, and advertising.

### High School Diploma in Science and Humanities

Liceo Secretarial Bilingüe (2015- 2016)

## Complementary Courses

### Google Ads Workshop

We Do Digital Media Agency (2022)

### Photography Course

Rafael Landívar University (2017)