

# SULEIDYSTELLEZ

## MARKETING STRATEGIST

### CONTRACT DIGITAL MARKETING

Jan 2019- Jun 2019

Collective Cleaners, LLC

- Draft client deliverables that set up digital marketing strategy by analyzing and recommending integrative marketing solutions
- Set up marketing goals, KPI's and projected ROI's
- Research and plan SEO/ SEM strategies
- Set up company's branding strategies including website and social media presence, UX/UI and logo creation.
- Analyze website traffic and social media engagement

### MARKETING ASSISTANT

Aug 2018-Dec 2018

The SYNERGY Consulting, Boston MA

- Coordinated 3 user research studies comprised of surveys, focus groups, and usability testing to improve the first user experience for the UpLift app. Result: improved user activation by 30% and improved engagement by 12%
- Coordinated and executed trade-shows to improve product awareness and brand visibility. Result: Improved social media following by 30%, improved brand awareness by 5%, featured in Travel and Leisure Magazine March 2019 issue
- Assisted in the launch of digital & in-person campaigns focused on generating partnerships for Timeless NYE event. Result: generated 25 partnerships including Three Olives Vodka, Miss USA and Fairmont Hotels, which generated \$50,000+ in partnership funding
- Optimized SEO/SEM through modern marketing strategies for Timeless NYE Event. Result: increased website traffic by 30% and organic search by 15%
- Planned and executed social media promotional strategy via Twitter, Instagram & Facebook. Result: generated 21,000+ leads and a click-through rate of 14.5%

### BRAND MANAGEMENT INTERN

May 2018-Jun 2018

Art In Suburbia, Waltham, MA

- Connected with 40+ local galleries and 70+ art professionals via LinkedIn and Facebook. Result: improved page views by 300%, expanded the org's professional network by 50%
- Scheduled social media content promoting featured exhibitions. Result: improved click-through rates by 22% and consumer engagement by 18%
- Managed 3 monthly e-newsletter deliveries. Result: added 150+ sponsorship leads to contact books
- Assisted in the creation and promotion of a \$1,500 crowdfunding initiative for featured female artists. Result: secured 3 major sponsors who pledged to fund 70% of initiative
- Improved brand visibility among the artist community by 25%

### About:

Strategic thinker with demonstrated ability to analyze and solve complex issues. Skilled in aggregating and synthesizing data to define, develop and deliver fast results. Creative thinker with an eye for design, and a unique ability to identify latent client needs and the vision to create campaigns outside the box. Bilingual communications specialist, trained in digital journalism and integrative marketing.

### Contact information:



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### Skills:

*Certifications and Software:* Google Analytics, Google Console, Adobe Analytics, Facebook Insights, Facebook Business Manager, LinkedIn Campaign Manager, Iconosquare, Panoramiq, Hootsuite, Hubspot CRM, Brandwatch, NUVI, SEMrush, Adobe Photoshop, Adobe Premier, Adobe Illustrator, GarageBand, FinalCutPro, GoPro editing, SPSS, Buffer, MailChimp and Constant Contact, WordPress, Wix, Squarespace, Canva, SQL for Data Science and CS 101

*Languages:* English and Spanish with native proficiency

*Other Skills:* Marketing management and integration strategy, SEO/ SEM, CRM, content writing, market research, digital marketing, event planning, sales, customer service, media relations, creative strategy.

## **FREELANCE COPYWRITER**

Aug 2016-May 2017

*SmartFlower Solar, Boston MA*

- Wrote 150+ press releases and 10+ search engine optimized blog posts. Result: earned press coverage by 30+ news and multimedia communications platforms including *Business Insider*, *Mashable*, and *Voice of America News*
- Edited and managed 200+ social media posts. Result: added 3,000+ followers to SmartFlower's Facebook page and improved consumer engagement by 15%

## **FAMILY RESOURCE RECRUITER**

Apr 2014- Feb 2016

*Hopewell, Inc., Springfield MA*

- Prospected and tracked data for 500+ individuals interested in foster care. Result: recruited over 50+ foster families
- Wrote 6 grant proposals and sent 24 monthly press releases. Result: awarded \$3,000 to fund 6 proposed events, achieved local press coverage for 2 of the organization's events, and improved the org's local visibility by 20%
- Coordinated monthly payroll paperwork, audited agency's filing procedures, sent monthly correspondence, and assisted with other clerical tasks

## **SELECTED PROJECTS**

### **CREATIVE DIRECTOR**

Jan 2018-May 2018

*9TAILORS, Boston MA*

- Participated brainstorming sessions, pitched ideas and coordinated media production
- Identified, crafted and designed body-positive creative campaign for 9Tailors
- Coordinated integration strategies
- Planned and executed photo shoots, edited media, and designed advertising materials
- Designed, edited and finalized creative brief

### **DIGITAL STRATEGIST**

Aug 2018-Dec 2018

*MassRobotics, Boston, MA*

- Analyzed and researched robotics industry
- Audited the nonprofit's social media, website and digital strategies
- Designed customer journey goals and strategy
- Analyzed Google Analytics website tracking data
- Assisted with the design and launch of SEO optimized website
- Drafted competitive assessments and content strategy
- Designed a new MassRobotic's LinkedIn sponsored media campaign

### **SOCIAL MEDIA STRATEGIST**

Aug 2018-Dec 2018

*Sam Adams, Boston, MA*

- Researched Wine and Spirits Industry
- Audited Sam Adam's social media platforms
- Designed customer journey goals and strategy
- Designed social media campaign
- Drafted competitive assessments and content strategy
- Designed and wrote SEO optimized social media content
- Drafted client deliverable for sponsored media campaign

**Scan for my portfolio:**



## **Education:**

- Emerson College*, Dec 2018  
Master's in Integrated Marketing Communication
- Mount Holyoke College*, Dec 2014  
Bachelor's in Journalism and Latin American Studies
- Miami Dade Honors College*, May 2011  
Associate in Biology and Pre-Medicine

## **Relevant Course Work:**

- Behavioral Economics*
- Integrated Marketing Communications*
- Consumer Behavior*
- Creative Thinking and Problem Solving*
- Success Through Integration Strategy*
- Marketing Management*
- Measuring and Communicating Investments*
- Negotiation and Crisis Management*
- Digital Story-Telling*
- Latin American Politics*
- Multimedia Reporting*
- Making The Argument*
- Narrative Non-Fiction*

## **Volunteering:**

- Human Rights Campaign
- Wildlife Foundation of Florida
- Dakin Humane Society