





Paula Moya

SENIOR MARKETING & COMMUNICATIONS

CONTACT

-  City: Bogota, Colombia
-  Email: paulamoya93@gmail.com
-  Mobile: +57 3124996139
-  LinkedIn: bit.ly/paulamoyalk
-  Writing Sample: paulamoyadigital.com

EDUCATION

Pontifical Xavierian University |
Bachelor's Degree in Social
Communication and Journalism
2018

Autonomous University of
Barcelona | Master's degree in
Strategic Direction of Marketing,
and Sustainability
2022

COURSES

Coderhouse | Growth Marketing
Course
2021

Massachusetts Institute of
Technology (MIT) Sloan School of
Management | Digital Marketing
Analytics Program
2020

HubSpot Academy | Inbound
Marketing Certification
2023

PROFILE

Social communication and journalism professional with experience in marketing and communications. Emphasis on developing and adapting digital and content strategies for B2C and B2B audiences based on KPI and performance metrics. Over five years of experience in social media and paid media advertising, email marketing, SEO strategy, crisis management, creative copywriting and editing, media and agency management, and budget management.

Excellent social skills, oral and written communication, analytical thinking, and comfort working autonomously and cross-functionally with multiple teams.

PROFESSIONAL EXPERIENCE

Booty Parlor

Digital Marketing Manager

08.2023 - Present

- Develop and execute digital marketing strategies, including blog posts, email campaigns, and social media initiatives, to bolster brand visibility and drive growth for a direct-to-consumer e-commerce US brand.
- Manage the content calendar, ensuring timely and engaging content creation across various platforms.
- Supervise vendors to achieve desired marketing outcomes.
- Leverage AI-generated content and schedule it for optimal reach and impact.

Noba Tech

Head of Marketing

01.2023 - 07.2023

- Define growth strategies and tactics to drive client acquisition and boost lead generation for Noba, a U.S. fintech startup.
- Write, edit, and proofread written content, including blogs, web pages, marketing emails, and internal communications.
- Coordinate and execute events to promote brand awareness.

Achievements:

- Increased the social media followers by 644% on average and increased the website engagement rate by 14 percentage points.
- Consolidated email marketing strategy to convert leads and promote conversions.

Partners Academy School | Digital Analytics Course

2020

Partners Academy School | Diploma in Digital Marketing and Digital Business

2019

EF International Language Centers | English Course. Certificate of Achievement: EFSET Level C2 (Council of Europe Level)

2016

LANGUAGES

Spanish
Native

English
C2

HARD KILLS

- Copywriting
- SEO (Semrush, Moz, Ahrefs)
- Social Media Marketing
- Microsoft Suite
- Google Analytics, Search Console and Data Studio
- Email Marketing (Doppler, Campaign Monitor, Active Campaign)
- CMS and CRM management (WordPress, HubSpot)
- Management (Notion, Trello, ClickUp, Monday)

British Council

Regional Marketing Manager, CE Programmes

08.2022 - 05.2023

- Plan and execute marketing plans for arts, education, and culture programs in the Americas region, managing delivery mechanisms, budgets, and resources.
- Ensure the development of effective regional marketing plans using and sharing best practices.
- Apply technical and professional knowledge to drive business growth and reduce duplication of activities and expenses.

Achievements:

- Conducted the new regional marketing operation in 11 American countries with more than 15 ongoing regional projects, increasing and promoting brand awareness.
- Achieved over 23 million impressions and 100% OKR compliance on Women in Science program registrations through paid advertising, inbound, and influencer marketing.

Colombian Association of Pension and Severance Pay Funds Administrators (ASOFONDOS)

Senior Marketing and Communications Professional

05.2021 - 08.2022

- Plan and execute the 360° marketing and communications strategy to maximize impact and share of voice of the industry.
- Coordinate with stakeholders (media, journalists, influencers, agencies, suppliers, partners, and government entities) to carry out B2B and B2C marketing and communications online and offline actions.
- Manage the different budgets of the area (campaigns and events), ensuring their optimization.
- Coordinate, supervise, and follow up on market research and industry perception.

Achievements:

- Increased the reach of the marketing strategy by 46% in the last year, impacting more than 6.5 million people.
- Successfully carried out the 15th Asofondos FIAP Congress, the most crucial event in the sector, with more than 600 attendees in Cartagena.

Social Media Strategist and Webmaster

03. 2019 - 05. 2021

- Plan and execute the digital strategy in paid and organic media and manage the digital channels (Facebook, Twitter, LinkedIn, YouTube, Programmatic, Google Ads) and web portals.
- Manage the influencer and content marketing strategy (social media grid, articles, newsletters), ensuring a positive impact on the digital brand reputation.
- Generate management indicators and KPI reports for the optimization of the campaigns.

SOFT SKILLS

- Communication (written and oral)
- Critical thinking
- Planning and management
- Problem-solving
- Leadership

Achievements:

- Positioned the association in the digital ecosystem, achieving a 60% increase in social media communities and a 293% increase in interactions in 2020.
- Decreased the KPI of hostility in the digital debate by 20% through influencer marketing, strategic relationships, and content marketing actions.

SEMANA Publications

Content Studio Journalist

01.2019 - 03.2019

- Create editorial content for brands such as Mastercard, Bodytech, and Capital Humano, specializing in human management, lifestyle, and financial culture topics.
- Perform inbound marketing strategies to increase lead generation and organic content positioning (SEO).

Achievements:

- Increased average web views of the Semana - Mastercard landing page by 8%.

Digital Journalist at Dinero Magazine

03.2018 - 01.2019

- Research and write editorial content for the personal finances web portal.
- Manage social media networks, develop grids, and measure website analytics.
- Design and implement the SEO and analytics strategy for the portal's content.
- Lead the production of videos and multimedia material such as streamings, podcasts, and interactive specials.

Achievements:

- Positioned the portal as the second most trafficked website of the 10+ media conglomerate, with only two people on the team.
- Winner of La Equidad Seguros Cooperative Journalism Award with the multimedia special: "This is how the solidarity sector seeks to attract young people" and honorable mention in the ANIF National Economic Journalism Award.

Journalist Print Magazine

06.2017 - 01.2018

- Research and write journalistic articles.
- Manage alliances with regional media outlets.
- Coordinate and execute the planning of photographs and interviews for the printed magazine.

Achievements:

- 24 publications in the country's largest nationally circulated print magazine.
- Conducted several interviews with renowned personalities in the country's political, economic, and cultural fields.