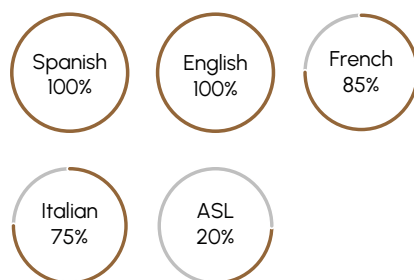


Skills

- Storytelling
- Demand Generation
- Content strategy & execution
- Brand identity
- Client relations
- Design
- Media production
- Planning
- Project management
- Blog writing & editing
- Interviewing

Languages



Education

- 2017 | **Msc Digital Marketing**
2018 | UCD Michael Smurfit Graduate Business School, Dublin, Ireland
Graduated with Honours
- 2011 | **Bachelor's Degree in Advertising**
2015 | Universidad Latina de Costa Rica
Emphasis: Production & Creativity
- 2014 | **International scholarship Film & Creative Writing**
Santa Fe University of Art and Design, NM
President's List Award
- 2010 | **Technical Degree in Digital Photography**
2013 | Universidad Creativa de Costa Rica
Graduated with Honours
- 2010 | **International Baccalaureate Diploma**
British School of Costa Rica
Completion of High School

About me

I'm a strategic marketer who makes storytelling convert and connect.

From concept to holistic strategy, I navigate marketing complexities with authenticity and a passion for storytelling. My work engages audiences by understanding brand identity and consumer psyche deeply, and putting that understanding to work across different channels. One of my key strengths is my ability to understand and embody a brand's identity, and then understand how to deploy it across channels to reach key results.

With my experience across multiple media such as graphic design, film, photography, and writing; I'm able to work with multiple teams to ensure brand consistency throughout the marketing cycle so all relevant stakeholders can thrive, and marketing efforts can scale.

Work experience

2024 | CITIZEN / POD Marketing
2025+ | **Website Content Strategist & Writer**

[View project →](#)

As a content strategist within the Websites department at CITIZEN, I specialise in transforming complex brand identities into authentic, high-performing digital experiences for the senior living industry.

- Lead in-depth onboarding and creative consultations to distil each client's brand voice, tone, and unique positioning; setting the foundation for a cohesive digital marketing strategy.
- Build trusted client relationships through strategic guidance, active listening, and tailored content planning, often navigating brand ambiguity and helping clients articulate how they want to show up.
- Collaborate within a strategic triad (with design and project management) to craft content strategies and sitemaps that combine SEO, UX, and storytelling for maximum impact and clarity.
- Design and implement customised AI agents to streamline content creation, enhance team efficiency, and maintain consistency in voice, tone, and messaging across entire website ecosystems.
- Deliver scalable content systems capable of supporting 40+ community websites per client—often launching full corporate sites in under 12 weeks and rolling out community “flights” in weeks, not months.
- Proactively introduce tools, frameworks, and strategic workflows to optimise internal processes, eliminate redundancies, and enhance team collaboration and output.
- Apply a holistic marketing lens to every project, aligning digital strategy with broader brand goals and audience needs to create emotionally resonant, conversion-focused web experiences.

2021 | ZayZoon
2024 | **Content Marketing Manager**

[View project →](#)

As ZayZoon grew, I focused on content strategy and development. I became an expert on our employer persona and led our branding efforts.

- Co-lead the ZayZoon rebrand campaign design and managed its implementation.
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- Worked with the product design team on the re-design of the ZayZoon App.
- Collaborated on the development of consistent brand and content guidelines.
- Coordinated external contributors including creative agencies and independent designers to coordinate asset deployment and website redesign in new branding.
- Conducted client interviews for B2B testimonial campaigns.
- Trained internal staff on creative processes and tools such as Adobe Creative Suite.
- Optimised the content design process through Monday and Confluence.
- PM'd the content deployment of the “Payday are we there yet?” RV tour across the US.
- Developed new brand persona identities for the B2B and B2C strategies through market research and data compilation in collaboration with the product team.
- Wrote blogs for the B2B employer persona and cultural content bucket.
- Led the content team and managed the Social Media Specialist and part-time content creators.
- Worked with the sales team to develop a consistent look and feel for their LinkedIn growth and posting strategy through weekly content updates.
- Redesigned customer surveys to gather data from 60,000 ZayZoon customers on their financial wellness journey.
- Designed the concept for a new people ops newsletter and its promotional campaign.
- Implemented a varied toolkit of AI tools to optimise content creation.

SusyAlfaro

Content • Branding • Strategy **Work experience (cont.)**

Community engagement

2024	Rick Rack Textiles Sewing Instructor (ongoing)
2024	ZayZoon Sewing club founder Mental Health club member
2020	CLIP #CalgaryForAll Lead Photographer
2018	Charlville Demesne castle, Tullamore, Ireland. Media production volunteer
2017	Michael Smurfit School of Business Class Ambassador
2015	Wise Fool New Mexico, USA Board of Directors
2015	Wise Fool New Mexico, USA Social Media volunteer
2014	Alta Tecnologia S.A. Advertising Consultant
2014	Intensa Costa Rica ESL Teacher
2010	Freelance French Language Teacher

Software

Figma	● ● ● ● ●
Gemini	● ● ● ● ●
ChatGPT	● ● ● ● ●
Hubspot	● ● ● ● ●
Wordpress	● ● ● ● ●
Monday.com	● ● ● ● ●
Canva	● ● ● ● ●
Adobe CSuite	● ● ● ● ●
Wix	● ● ● ● ●
MailChimp	● ● ● ● ●
Descript	● ● ● ● ●
Microsoft Office	● ● ● ● ●

Portfolio

www.susyalfaro.com



2020 | ZayZoon
2021 | **Marketing Manager**

[View project →](#)

As the first full-time marketing employee at ZayZoon, I helped shape the brand's vision and content strategy and grow with it across its B2B and B2C channels.

- Developed and implemented a consolidated internal branding strategy and subsequent materials for our B2B2C content strategy.
- Determined an overall content strategy for growth, including supporting the growth, product and leadership teams with 360 marketing materials and tactics for its deployment.
- Designed marketing materials for print and digital media. These included one-pagers, white papers, slide decks, social graphics, infographics, website content, and more.
- Ensured brand consistency and optimisation for both B2B and B2C materials.
- Developed a pillar content strategy for blog content surrounding Earned Wage Access awareness.
- Collaborated with key partners including payroll partners and businesses on joint marketing efforts for deployment and awareness.
- Helped develop and maintain ZayZoon's website on Hubspot CMS, including landing pages for specific partners and employers.
- Worked closely with the product team on the launch of our first subsequent product.
- Supported the senior leadership team with marketing materials for VC funding rounds.
- Managed creative projects with external collaborators including designers, video production companies, and VISA Direct.

2019 | Immigrant Services Calgary
2020 | **Marketing and Communications Coordinator**

[View project →](#)

Worked closely with the executive team at the city's primary immigration non-profit agency for internal and external communications and strategy.

- Developed and implemented a new branding strategy, based on a client-centric approach.
- Managed the social media content strategy across 4 platforms with 20K+ combined followers.
- Participated in the COVID-19 crisis management team, meeting all communications needs including multilingual materials, process adaptation for remote work, and more.
- Built internal staff capacity by optimising new procedures, and implementing communications-related training programs.
- Developed and deployed the fundraiser content strategy for the Immigrants of Distinction Awards.
- Facilitated workshops exploring organizational purpose ("why") with management staff for strategy development.
- Designed graphic elements including logo development, template redesigns, editorial materials (digital & print), and brand guidelines.
- Deployed an email marketing campaign strategy through MailChimp.

2016 | Alta Tecnologia S.A.
2019 | **Marketing Director**

[View project →](#)

Developed marketing capacity from the ground up and built a team and full-scale media production vertical within the business.

- Worked closely with the SLT to redefine the brand positioning and messaging across Latin America.
- Redefined corporate image, rebranded and generated a new communications strategy approach and content guidelines.
- Managed the marketing team for in-house and external projects.
- Generated content for use across multiple media, both digital and print.
- Developed and implemented the company's website structure, content and design.
- Produced educational and marketing video features, and implemented a content strategy for international presence across Latin America.
- Coordinated events for quarterly product launches.
- Integrated digital marketing efforts for higher SERP placement.
- Designed and produced a testimonials workflow through video and written content.

2014 | 12 FPS Inc.
2016 | **Production Coordinator**

[View project →](#)

Worked as a liaison between clients and the agency; developed creative briefs, coordinated production elements, and built effective 360 campaigns.

- Coordinated production efforts across multiple teams.
- Collaborated with artists across film, design, and script to produce meaningful, high-quality videos for our clients.
- Worked with social media influencers for clients in travel and tourism campaigns.
- Coordinated production elements and crew for a variety of promotional videos for both the private and public sector.