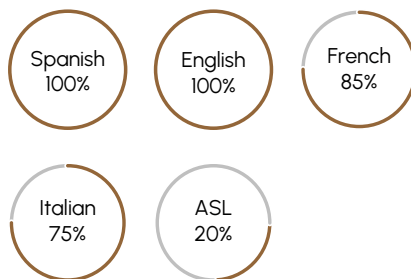


Skills

- Storytelling
- Persona development
- Brand identity
- Client relations
- Design
- Media production
- Planning
- Project management
- Blog writing
- Editing
- Interviewing

Languages



Education

2017 | UCD Michael Smurfit Graduate Business School, Dublin, Ireland
2018 | **Msc Digital Marketing**
Graduated with Honours

2011 | Universidad Latina de Costa Rica
2015 | **Bachelor's Degree in Advertising**
Emphasis: Production & Creativity

2014 | Santa Fe University of Art and Design, NM
International scholarship
Film & Creative Writing
President's List Award

2010 | Universidad Creativa de Costa Rica
2013 | **Technical Degree in Digital Photography**
Graduated with Honours

2010 | British School of Costa Rica
International Baccalaureate Diploma
Completion of High School

About me

I develop projects that embody and elevate your brand's identity.

From concept to content strategy, I navigate content 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 as a content marketer is my ability to understand and embody a brand's identity. By immersing myself in a brand's values, tone, and messaging, I can create content that truly reflects the brand's essence and delivers value at every point.

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 customer lifecycle.

Work experience

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
- 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
- Became the subject matter expert on the employer persona
- 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 (2020-2022)
- Repurposed existing long content for its use across platforms
- 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 state
- Designed the concept for a new people ops newsletter and its promotional campaign
- Deployed a Reddit ad awareness campaign with a .45% CTR
- Implemented a varied toolkit of AI tools to optimise content creation

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
- Designed marketing materials for print and digital media. They 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
- Supported the growth team to enable sales teams with the necessary content
- Developed event material design and deployment
- Managed creative projects with external collaborators including designers, video production companies, and VISA Direct

SusyAlfaro

Content · Branding · Strategy

Other experience

- 2024 | ZayZoon
- 2021 | Sewing club founder
Mental Health club member
- 2020 | CLIP
#CalgaryForAll Lead Photographer
- 2018 | Charleville Demesne castle, Tullamore, Ireland.
Media production volunteer
- 2017 | Michael Smurfit School of Business
- 2018 | Class Ambassador
- 2015 | Wise Fool New Mexico, USA
- 2017 | 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
- 2013 | French Language Teacher

Software

Figma	● ● ● ● ● ● ●
Jasper AI	● ● ● ● ● ● ● ●
ChatGPT	● ● ● ● ● ● ● ● ●
Hubspot	● ● ● ● ● ● ● ● ●
Hubspot CMS	● ● ● ● ● ● ● ● ●
Monday.com	● ● ● ● ● ● ● ● ●
Canva	● ● ● ● ● ● ● ● ●
Adobe CSuite	● ● ● ● ● ● ● ● ●
Wix	● ● ● ● ● ● ● ● ●
MailChimp	● ● ● ● ● ● ● ● ●
Descript	● ● ● ● ● ● ● ● ●
Office Suite	● ● ● ● ● ● ● ● ●

Work experience (cont.)

- 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.
 - Deployed an email marketing campaign strategy through MailChimp
 - 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.
- 2019 | Freelance
- Marketing and Branding Consultant
- Content Marketing with a focus on brand storytelling and Social Media Strategy.**
 - Conducted branding identity coaching & strategy workshops for local startups.
 - Developed content strategy and design work for creative freelancers.
 - Audited and redesigned websites for small entrepreneurs.
 - Provided one-on-one consultations on social media strategy.
- 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.
 - Pioneered new creative projects with social media influencers and a varied array of international sponsors.
 - Coordinated production elements and crew for a variety of promotional videos for both the private and public sector.

Portfolio

www.susyalfaro.com

