

Skills

- Marketing Strategy
- Website Strategy & Optimisation
- Brand Strategy & Positioning
- Storytelling
- Content Strategy & Execution
- Demand Generation
- Customer Journey Development
- Sales Enablement
- Marketing Automation
- Stakeholder Engagement
- Client Relations
- Project Management
- Cross-Functional Collaboration

Software

Gemini	●●●●●
Wix	●●●●●
Figma	●●●●●
HubSpot	●●●●●
Salesforce	●●●●●
WordPress	●●●●●
Monday.com	●●●●●
Mailchimp	●●●●●
SEMrush	●●●●●
Surfer SEO	●●●●●
Google Analytics	●●●●●
Meta Business Suite	●●●●●
ChatGPT	●●●●●
Adobe Creative Suite	●●●●●
Canva	●●●●●
Descript	●●●●●

About me

I'm a strategic marketer who makes storytelling actionable.

My work sits at the intersection of strategy, storytelling, and execution. I help organisations understand their audiences, align marketing efforts with business objectives, and develop strategies that drive meaningful results. Whether I'm building a brand, developing a campaign, implementing new systems, or refining a customer journey, I'm always looking for opportunities to connect people, ideas, and outcomes.

Curiosity is at the heart of how I work. I love uncovering insights, solving complex challenges, and translating them into clear, actionable strategies that support growth.

With experience spanning brand strategy, content marketing, digital experiences, CRM implementation, and organisational transformation, I bring both creative thinking and business acumen to every project.

Work experience

2025 | Alta Tecnología S.A.
2026+ | **Part-Time Marketing Manager - Contractor**

[View project →](#)

I lead marketing strategy while partnering with senior leadership on organisational initiatives that support growth and long-term business objectives.

- Advance Alta 2.0, a company-wide digital and people transformation initiative aligning brand, culture, operations, and long-term business strategy.
- Implement an EOS infrastructure, strengthening organisational alignment, accountability, communication, and strategic planning.
- Lead marketing strategy, directing Alta's rebrand while redefining positioning, messaging, and a visual identity to strengthen market presence, support business development objectives, and align the organisation around a unified brand vision.
- Manage a team of senior creatives through the ideation, execution, and implementation of integrated marketing initiatives, ensuring brand consistency and strategic alignment across digital, print, events, content, and sales enablement channels.
- Develop sales enablement programs, marketing systems, and cross-functional initiatives that align marketing efforts with organisational priorities and long-term growth goals.

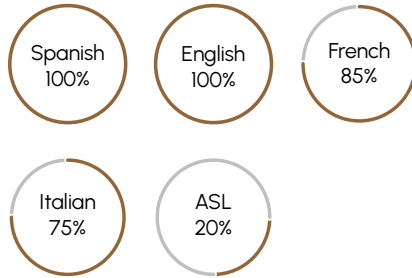
2024 | Citizen / POD Marketing
2026+ | **Website Content Strategist & Writer**

[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, positioning, and strategic objectives, creating the foundation for scalable digital marketing initiatives.
- Build trusted client relationships through strategic guidance, active listening, and content planning, helping organisations clarify how they want to show up in the market.
- Collaborate within a strategic triad (design, project management, and content) to develop website strategies, sitemaps, and messaging frameworks that align SEO, UX, storytelling, and business goals.
- Co-led [Citizen's strategic rebrand](#), conducting stakeholder interviews, defining brand positioning, developing messaging frameworks, and supporting organisation-wide rollout and adoption.
- Contribute to internal process improvement initiatives by developing content frameworks, refining workflows, and identifying opportunities to improve efficiency and collaboration across teams.
- Design and implement customised AI agents to streamline content creation, improve operational efficiency, and maintain consistency across large-scale website ecosystems.
- Deliver scalable content systems supporting 40+ community websites per client, often launching corporate websites in under 12 weeks and deploying community website flights in weeks rather than months.
- Proactively introduce tools, frameworks, and strategic workflows that improve collaboration, reduce inefficiencies, and support continuous process improvement.
- Apply a holistic marketing lens to every project, aligning audience needs, brand strategy, and business objectives to create conversion-focused digital experiences.

Languages



Education

- 2017 | **Msc Digital Marketing**
UCD Michael Smurfit Graduate Business School, Dublin, Ireland
Graduated with Honours
- 2011 | **Bachelor's Degree in Advertising**
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**
Universidad Creativa de Costa Rica
Graduated with Honours
- 2010 | **International Baccalaureate Diploma**
British School of Costa Rica
Completion of High School

Work experience (cont.)

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-led the ZayZoon rebrand campaign design and managed its implementation across channels, internal materials, and for each of our B2B2C personas.
- Worked with the product design team on the re-design of the ZayZoon App and the development of a cohesive design system.
- 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 long-form, qualitative 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, and then consolidated that data to develop inbound marketing materials like white papers, thought leadership pieces, and sales enablement materials.
- Designed the concept for a new people ops newsletter and its promotional campaign.
- Implemented a varied toolkit of AI tools to optimise content creation, with a focus on SEO optimization and client narrative.

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 inbound marketing strategy.
- Determined an overall marketing strategy for growth, including supporting the growth, product and leadership teams with 360 marketing materials and tactics for its deployment across channels, funnel stages, and audiences.
- 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 360 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 with the sales & RevOps teams to develop a cohesive inbound marketing strategy for our B2B2C journeys.
- 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.
- Collaborated with the Product Marketing team on the design and promotion of our app for a cohesive customer experience.
- Worked with the Customer Success team to ensure messaging consistency, develop marketing strategies for our B2C personas, and support the development of their first L&D platform.

[Check out my portfolio →](#)

Community engagement

- 2024 | Rick Rack Textiles
Sewing Instructor (ongoing)
- 2024 | ZayZoon
2021 | **Sewing club founder**
Mental Health club member
- 2020 | CLIP
#CalgaryForAll Lead Photographer
- 2018 | Charville 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**

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.
- 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**

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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 | I2 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.

[Check out my portfolio →](#)