

Juliana Nino

DIGITAL MARKETING SPECIALIST



Contact

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Technical Skills

- Microsoft Office
- WordPress
- CMR Software / Mailchimp
- InDesign / Illustrator / Premier Pro
- Hootsuite
- Meta Ads

Professional Skills

- Client-Centric
- Digitally Savvy
- Analytical Skills
- Planning
- Time Management
- Self-Directed
- Design literacy

Education

- ◆ *April 2024 | Durham College*
Post Grad Certificate in Marketing & Business
 - GPA, 4.3
 - Proficient in statistics and business mathematics.
 - Applied effective SEO research to digital marketing campaigns for class projects.
 - Presenting insights from data effectively. Strong report writing and presentation.
 - Collaborative team player.
 - Achieved 5th place out of 20 teams in Durham College Marketing Competition.
- ◆ *July 2018 | FUAA Colombia.*
Bachelor's Degree in Sports
 - GPA, 4.4
 - Recognized as the top student in 8th semester.
- ◆ **Licences & Certifications**
 - G2 Driver Licence
 - Google Ads Certificate

Profile

Dynamic marketing professional with expertise in social media content creation and digital marketing strategy. A driven self-starter with a strong sense of self-direction. Seeking a hands-on role to drive growth, pursue continuous learning, and showcase dedication, enthusiasm, and creativity.

Experience

- ◆ *August 2023 - April 2024*
Marketing & Social Media Content Creator | Bistro '67, Durham College
 - Spearheaded social media posts aimed at enhancing **brand awareness** and **engagement**.
 - Leveraged platforms such as **Hootsuite** to successfully increase social media following by 13% within six months and Instagram **profile visibility by 50%**.
 - Captured and edited compelling photos, illustrations, and videos with **design literacy**, aligning them with brand identity and objectives.
- ◆ *May 2023 - December 2023*
Customer Service Representative | LCBO
 - Adhered to company standards and prioritized customer satisfaction, fostering a supportive and positive atmosphere with colleagues.
- ◆ *May 2023 - August 2023*
Lead Generator | True North, CA
 - Effectively communicated with potential leads, facilitating connections with sales representatives.
- ◆ *August 2022 - February 2023*
Fitness Group Trainer | F45 Training Whitby North
 - Collaborated as a team player, fostering a friendly atmosphere and receptiveness to feedback. Led groups of up to 32 confidently, demonstrating strong verbal **communication skills**.
- ◆ *February 2021 - August 2022*
Digital marketing and Social Media Coordinator | ELX workout
 - Conducted **A/B tests** using **Meta ads**, analyzed **KPIs**, and optimized campaign performance, resulting in the generation of **424 leads to the website**.
 - Achieved over **150 lead magnet downloads**, thereby expanding the email subscriber base and the **CRM** list through **Mailchimp**.
 - Implemented a strategic marketing campaign that resulted in a **40% increase in clientele**, contributing to business growth.
 - Created engaging social media posts and downloadable resources for community growth, leveraging design skills and tools such as **Illustrator, InDesign, Premiere Pro**, and Filmora.
 - Designed and developed an optimized website using **WordPress**, prioritizing user experience and streamlining business information dissemination and payment processes.