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1607 Rosydale Circle,
Davenport, FL 33837

EDUCATION

Florida International University | Miami, FL

- B.A. in Public Relations, Advertising, and Communications
- Minor in **Social Media & E-Commerce**

Miami Dade College | Miami, FL

- A.A. in Business Administration

AFS Intercultural Exchange Program | Belgium

- Exchange Student Program (2009 – 2010)

EXPERTISE

Digital Marketing

E-Commerce Platforms

Digital Advertising

SEO & Analytics

Sales & CRM

LANGUAGE

Fluent in English and Spanish

Conversational Dutch (Flemish)

Veronica Araujo



PROFILE

Digital Marketing Specialist with a track record of guiding results through strategic initiatives. Possessing over 4 years of experience, I excel in devising and applying digital strategies across diverse sectors. Leveraging data-aided analytics to craft compelling marketing campaigns, elevate online presence, and drive lead generation. Adept at engaging with multicultural audiences, showcasing a global perspective.



WORK EXPERIENCE

Remote Marketing Analyst

Maple Bear Schools

2022 -
2025

- Directed comprehensive training sessions for new franchise owners on marketing plans, customer journeys, social media strategies, website management, CRM systems, and advertisements.
- Spearheaded the implementation of content strategies for blogs, social media, and email marketing, ensuing in a 30% increase in website traffic.
- Conducted in-depth market research and analysis to identify target audience, competitors, and industry trends
- Developed comprehensive digital marketing strategies to increase brand visibility.
- Utilized web analytics tools such as Google Analytics to track website traffic, user behavior, and conversion rates
- Generated detailed reports on campaign performance metrics including impressions, clicks, conversions, and ROI
- Performed keyword research to optimize website content for SEO.
- Monitored social media channels for brand mentions and engaged with followers through timely responses and relevant content sharing
- Collaborated closely with the sales team to secure B2B deals with multi-unit franchise owners.
- Experienced in organizing and promoting franchise events, ensuring successful engagement and brand visibility.

Digital Marketing and Ecommerce

Mindfoodness Tea

2020 -
Present

- Developed and executed comprehensive ecommerce marketing strategies to drive website traffic, increase conversion rates, and maximize revenue
- Optimized product listings on various ecommerce platforms by conducting keyword research, writing compelling product descriptions, and optimizing images
- Implemented email marketing campaigns to nurture leads, promote new products or offers, and drive repeat purchases
- Monitored competitor activities in the ecommerce space to identify opportunities for differentiation and stay ahead in the market

Remote Marketing Intern

Riviera Marketing and Media Group

2022 -
2022

- Developed compelling social media content for multiple influencers and brands, resulting in a 20% increase in follower engagement
- Contributed to the analysis of social media trends and audience behavior, bettering campaign effectiveness
- Conducted market research and competitor analysis to identify trends, opportunities, and potential target audiences
- Monitored online reputation through social listening tools to address customer feedback or concerns promptly.

Sales Administrator

Pan Am International Flight Academy

2019 -
2020

- Managed Salesforce CRM to streamline the sales process
- Worked closely in negotiations to win B2B and B2C contracts for the flight Academy
- Award achieved: received soft landing rookie of the year award