

INGRID TAFURO

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SUMMARY

Content Marketing Specialist bringing skills in Google Analytics, Google Ads, WordPress, Squarespace. BA in Journalism and recently completed a Digital Marketing Bootcamp at UT Austin to improve digital marketing skills. Ran a successful website building and developing a brand awareness marketing campaign for a redirect purchases website. Thrives on the creative process and produces targeted, high-quality content across multiple platforms. Languages in English, Portuguese, and Spanish.

SKILLS

Platforms/Programs/Tools: MS Office, Trello, Canvas, SEM Rush, Google Ads, Google Analytics. Pursuing Hubspot Proficiency.

RELEVANT EXPERIENCE

Digital Marketing Specialist 2020 – Present
US Global Shipping International Houston, TX
Built website content strategy. Created and managed Social Media Channels (Facebook, Instagram). Precisely established customer service improvement and engagement with potential customers. Promoted a Brand Awareness campaign in Google Analytics to stand out brand among competitors.

Key Accomplishments:

- Boosted Instagram followers by 40% by 2Q 2021
- Website Structure (Implemented technical SEO (metadata, sitemap creation) UX Designed
- Conducted Keyword Research for website content creation
- Coordinated Customer Service Relationship in social media and branding.

Reporter, Social Media Analyst 2016 – 2017
Brazilian Friends Foundation Houston, Texas

- Edited, and produced articles and content for Social Media and website.
- Modified text, images, and layout for proper presentation in WordPress
- Professionally interviewed resources for organizing cultural events. Managed heavy data entry of associates and sponsors.

ADDITIONAL EXPERIENCE

Quality Assurance Content October 2014 – February 2015
Letter and Point Sao Paulo, Brazil

Analytical proofread, edited, and evaluated final copy to verify content aligned with established guidelines. Produced and reviewed pedagogical webpage content, tested functions of pages.

Key Accomplishments:

- Managed Quality Assurance website page function
- Conducted AB Testing
- Coordinated heavy data entry of 2.000 students in the system

RELEVANT EXPERIENCE

Content Coordinator

2013-2014

OA5 Marketing Agency

Sao Paulo, Brazil

Methodical coordinated website reviewing articles, graphics and photos of sustainability, environment, economy, career. Managed journalists and freelance content. Researched content and grammatical issues to check accuracy information.

Key Accomplishments:

- Strategically created an SEO article that reached 14k views and 221 shares on Facebook.
- Meticulous Monitored social media and online sources for industry trends
- Keyword Research Analysis

PROJECTS

Second Chance Foundation | <https://2ndchancefoundation.wpcomstaging.com/>

- Non profit Organization seeking to help homeless to be reinserted in the job market. Focused in guiding homeless people how to be prepared for interviews, clothing, job training, career coaching.
- Market and Competitor Analysis, Branding, Keyword Research, Website Content Editor.
- Wordpress, Canvas, Adobe Photo / English

LACMA Museum Los Angeles, CA | <https://www.slideshare.net/IngridTafuro/lacma-247534541>

- Retargeting Campaign and Reward Program
- Conversion Funnel Strategy for Retention
- CRM strategy for re-engagement
- Wordpress, Google Analytics Campaign, Canvas, Adobe Photo / English

EDUCATION

Digital Marketing Bootcamp Certificate: University of Texas, Austin, TX

An intensive 20-week long bootcamp focused on marketing strategy, campaign development, technical SEO, digital advertising, and site analytics/reporting. Skills learned consist of HTML/CSS, JavaScript, Google Analytics, Facebook Insights, (CRMs), MailChimp.

SEO for beginners: Google Web Analytics, Houston, TX

Metrics, filter set up, Landing Page Optimization, Keyword Research

Customer Service: MAM Literacy Advance of Houston, Houston, TX

Customer approached, behavior management, Customer Service Best Practices

Project Management Best Practices: Houston Community College, January 2016

Risk management, priority analysis, Negotiating, Budget, Critical Thinking

Bachelor's in Journalism, FAPCOM, Brazil