

# KAREN LEON

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## SUMMARY

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Bilingual marketing professional with 4+ years of extensive experience, specializing in content creation, social media management, and brand marketing. Poised to apply a forward-thinking approach and creative expertise to elevate brand presence and achieve strategic marketing goals.

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## EDUCATION

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**University of South Carolina Upstate; Spartanburg, SC**

*Bachelor of Arts in Communication, Minor in Communication Studies* | May 2021 | Graduated Magna Cum Laude, GPA: 3.87

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## WORK EXPERIENCE

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**WAYPOST MARKETING, Greenville, SC**

*Production Designer, October 2022 – Present*

- Collaborate with the Creative Director on various creative projects, ensuring a seamless and cohesive implementation of design elements in line with client goals and brand guidelines.
- Initiated and led A/B testing on ad designs, achieving a 50.2% reduction in CPC for a client by implementing cleaner design elements, significantly enhancing cost efficiency and showcasing the value of data-driven design strategies.
- Led a comprehensive branding project, spearheading the redesign of the brand development service page to enhance visual appeal and align with client objectives.
- Develop numerous marketing deliverables, including tradeshow banners, digital ads, infographics, presentations, brochures, and social media content, to effectively communicate client messages and enhance brand visibility.
- Craft visually appealing website pages, including landing pages, service pages, city pages, team pages, and other customized sections to elevate client online presence.
- Producer for How to: HubSpot social media channel, managing all aspects of content creation, including research, scriptwriting, on-camera presentation, video editing using Adobe Premiere, posting, and analytics management. TikTok channel averaged 8,000 video views within the first 2 months, showcasing the effectiveness of the content strategy and engagement with the target audience.

*Marketing Coordinator, May 2021 – October 2022*

- Oversaw social media management for up to 8 clients, actively maintaining and monitoring their profiles, resulting in an 83.05% increase in audience growth on Facebook and Instagram within the first year for one client and a 105.26% increase in interactions across platforms, including Facebook, Instagram, X, and LinkedIn for another client, also within the initial year.
- Led the creation and management of newsletters for up to 7 clients, achieving a record-breaking 59.14% open rate for one client, coupled with an impressive 5.93% click-through rate (CTR), marking the highest engagement levels ever. Elevated the open rate from 19.46% to an outstanding 50.08% within the initial year for another client.
- Developed brand-specific web graphics, ensuring a cohesive and visually appealing representation across various marketing channels.

### **THAT CHICK'S CHEESE, Spartanburg, SC**

*Social Media and Digital Marketing Intern, March 2021 - May 2021*

- Assisted with Shopify website creation and management needs, such as email blasts, for effective marketing.
- Worked closely with the design team to implement ideas designed to meet the sales goal of 60 orders in a month.
- Created and managed social media content for publishing, including animated graphics, headers, & announcements.
- Tracked, evaluated, and reported digital and social media channel performance as well as digital media performance, and continually optimized executions to drive best results.

### **YMCA, Greenville, SC**

*Development Communications Intern, February 2021 - April 2021*

- Assisted with writing grants for potential donations that range from \$1,000-\$10,000.
- Created and assisted with weekly newsletter that gets shared with donors.
- Photographed weekly events for weekly newsletter and other marketable media.
- Assisted with event coordination and donation logistics.

### **EASY EVENT PLANNING, Las Vegas, NV [remote]**

*Content Creation Intern, May 2020 - July 2020*

- Edited and created 3 blog articles per week for company website.
- Promoted social media content on Facebook and Instagram to meet company-wide daily goals.
- Reached out to 2-3 micro to mega influencers on a weekly basis to increase awareness of the company campaign.

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## **LEADERSHIP AND INVOLVEMENT**

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- Lambda Pi Eta Honor Society; President, 2020 - 2021
- National Society of Leadership and Success, Member, 2020 - Present
- USC Upstate Foundation Scholarship, N.A. Storzaker Scholarship, and Rubén Salazar Scholarship Recipient.
- Published writer in USC Upstate news magazine.

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## **CERTIFICATIONS**

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- HubSpot: Email Marketing, Content Marketing, Client Management, Social Media Marketing I & II, Inbound Marketing, Growth-Driven Design, Contextual Marketing, and Digital Advertising
- Semrush: Social Media Marketing

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## **SKILLS**

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- Spanish Bilingual
- Social media (Instagram, Facebook, YouTube, X and TikTok)
- Search Engine Optimization
- HubSpot, Loomly, Semrush, WordPress, Looker Studio and Google Analytics
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro and Lightroom) and Canva
- Project Management