

LUCIA HERRERA

Creative Content and Digital Marketing Strategist

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EDUCATION

**FASHION INSTITUTE
OF TECHNOLOGY**
New York, NY

B.S. IN ADVERTISING
AND MARKETING
COMMUNICATIONS
2015 - 2019

SKILLS

// PROFESSIONAL

Content Strategy
Digital Marketing
Project Management
Copywriting
Brand Messaging
Technical Writing
SEO
Audience Research
Social Media Strategy
Public Relations
Video Production
Creative Storytelling

// TECHNICAL

Microsoft Suite
Adobe Creative Suite
Basic HTML/CSS
WordPress
Salesforce
Smartsheet
SEMrush
Google Analytics
HubSpot
Marketo
Canva
Mac & PC Systems

PROFESSIONAL EXPERIENCE

Content Marketing Manager ESO | Austin, TX | July 2023 - Present

- Create and manage high-quality, meaningful content for website, sales collateral, blog, social media, email marketing, and other channels.
- Oversee the content calendar to ensure that all content is produced and published in a timely and organized manner.
- Collaborate with internal and external stakeholders to generate content ideas, identify content gaps, and ensure that content meets the needs of our target audience.
- Use data and analytics to measure the effectiveness of content marketing efforts and make data-driven decisions to improve our strategy.
- Stay up-to-date with industry trends and best practices and incorporate them into our content marketing strategy.
- Collaborate with the design team to create visually appealing and engaging content.

Freelance Content and SEO Writer Stoke Group | Remote | May 2023 - Present

- Create SEO-optimized content in various formats, including longform articles, short form pieces, and B2B-focused writing
- Research and implement keywords to align with client strategies and improve search rankings
- Write engaging, high-quality content tailored to diverse audiences across multiple industries
- Collaborate with internal team to ensure content meets brand guidelines and client expectations
- Support clients' digital marketing efforts by delivering content designed to increase visibility and drive traffic

Content Marketer TrueAccord | Austin, TX | March 2022 - April 2023

- Developed content topics and campaigns that aligned with company goals and objectives.
- Created and distributed high-quality content across multiple channels, including the company website and social media profiles.
- Planned, executed, and tracked email marketing campaigns to drive engagement and conversions.
- Wrote compelling copy for organic and paid social media, web, blog, and marketing collateral.
- Created multimedia content such as videos and podcasts to enhance the overall user experience.

Digital Marketing Associate INT, Inc. | Houston, TX | January 2020 - February 2022

- Prepared marketing and advertising strategies to promote the company's products and services.
- Created website content, including blog posts, to engage with the target audience and drive traffic to the company's website.
- Produced content such as ebooks, whitepapers, case studies, videos, and infographics to educate and inform the target audience and generate leads.
- Planned, published, and monitored email marketing campaigns to drive engagement and conversions..

Creative Marketing/Production Intern Wilhelmina Models | New York, NY | April 2019 - Dec 2019

- Assisted with planning and execution of events and productions, including coordinating logistics and managing timelines.
- Conducted market and brand research to inform creative strategy and campaign planning.
- Conducted photographer and influencer research to identify potential collaborators.
- Produced written and visual content, including social media videos, to support marketing and branding initiatives.
- Helped manage online communities, including moderating social media channels and engaging with followers.