

# María de los Ángeles Álvarez Pozo

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## EDUCATION

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KEISER UNIVERSITY LATIN AMERICAN CAMPUS

San Marcos, Nicaragua

*Bachelor's Degree in Business Administration*

5/17

- Minor: Marketing

## EXPERIENCE

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JACK PINE MEDIA

Remote

*Senior Marketing Specialist*

11/23-Present

- Optimize lead generation and eCommerce accounts in Google Ads and Microsoft Advertising.
- Lead strategy calls with clients, presenting recent results from our paid efforts and presenting the strategy for the upcoming months.
- Constantly developed and adjusted our digital marketing strategy based on historical data.

DIGINIUS

Remote

*Senior Marketing Specialist*

9/22-10/23

- Managed lead generation and eCommerce accounts in Google Ads and Microsoft Advertising.
- Worked directly with agencies in the UK, the US, and Latin America to grow their portfolio in Microsoft Advertising.
- Audited PPC accounts across the UK, the US, and Latin America, that are not hitting their PPC goals and provide specific recommendations to improve performance.

WHITE SHARK MEDIA

Managua, Nicaragua

*Digital Marketing Manager (2/22 - 8/22)*

5/19 – 8/22

- Led a team of 5 Digital Marketing Strategists, responsible for creating and scaling pay-per-click accounts through strategic marketing.
- Executed monthly performance reviews with each team member to discuss previous month KPI's and set a career path based on individual objectives.
- Supervised a combined team portfolio of 100+ clients (direct and white-label) with \$1.5+ million in PPC ad spend a month.
- Worked closely with the VP of Product and Director of Client Experience to create and implement procedures, processes, and initiatives to improve department efficiency and client retention

*Digital Marketing Strategist (5/19 - 1/22)*

- Managed a portfolio of 6 high-investment accounts representing an average of \$850K monthly media spend.
- Managed an Enterprise client with \$250k in ad spend. Around three months after, ad spend skyrocketed to \$1M in ad spend.
- Performed daily account optimizations on Google Ads and Microsoft Advertising through trend analysis and data-driven decisions.
- Managed direct and white-label accounts, including multi-account audits, competitor research, strategy creation, white-label account linking & set up conversion tracking review, and KPI reports.
- Collaborated with the Product Innovation department during the auto-pilot of Accounts Optimization Automation by testing Google Ads automated rules and Optmyzr.
- Took leadership on the Reporting Automation project for the Client Experience department, resulting in a decrease in an average time invested in this task per strategist from 5+hrs to less than 30 mins.
- Led effective client communication, delivered results, and proposed innovative solutions for different channels and strategies.
- Analyzed reports and created client and edited profiles through Salesforce on a daily basis.

EMBROID ME - EME NICARAGUA, S.A. / FP NICARAGUA, S.A.

Managua, Nicaragua

*Sales and Marketing Manager (3/18 – 2/19)*

1/17 – 2/19

- Created innovative and effective seasonal marketing strategies.
- Shared upcoming activities and trending worldwide promotional products to our sales team and customers.
- Led customer meetings with potential customers and pitched promotional products to meet their marketing goals.
- Made national and international calls to suppliers and customers.

*Client Account Specialist (1/17 – 3/18)*

- Made marketing calls to current and potential customers.
- Guaranteed that the production deadlines stated by the General Manager were met by working hand in hand with the Production Department.
- Used EMEBoss (CRM) on a daily basis by creating quotations and work orders.
- Worked directly with the Accounting Department to make sure the payments are done.

- Organized spiritual retreats, including logistics, dynamics, lectures and advertisement.
- Planned and execute advertising campaigns for Pastoral Life Ministries and activities.
- Organized and execute fundraising activities.
- Translated between English and Spanish for missionary groups.
- Promoted evangelization and spiritual renewal.

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#### ADDITIONAL INFORMATION

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- Skills: PPC, Conflict solving skills, Strong verbal and written communication, Detail-oriented, Results-oriented, Leadership, Teamwork, Online research, Creativity
- Awards and Accolades: Employee of the Month on July 2023 (Diginus), USD \$850K PPC Monthly Media Spend Management (White Shark Media), Managers Bootcamp Member (White Shark Media), Certificate of Achievement by United certifying my completion of a training seminar in operating and managing an EmbroidMe-Fully Promoted Franchise Florida, U.S.A. 2018 (EME Nicaragua, S.A.), Veritatis Splendor Award, Generation 2017 (Keiser University)
- Interests: Baking, writing, painting, books.
- Creator of Blossoming at Home (<https://blossomingathome.com/> - a personal project I am currently working on intended to share the beauty of the ordinary life).