

# Jiara Martins

A creative and collaborative digital marketing manager with over 15 years of experience. Expert in driving growth and raising brand awareness through customer-centric campaign strategies. Specializes in cross-channel marketing, digital communication, and social media management.



## Work Experience

### Senior Digital Marketing Specialist

Activate Media Advertising  
August 2018 to Present

Implements cross-channel marketing and advertising campaigns. Responsible for handling B2B and B2C client marketing campaigns, from planning to optimization.

### Digital Marketing Specialist

Sierrawood Art Collectors  
January 2012 to August 2018

Developed and executed digital marketing content strategies. Increased organic site traffic by 79%.

### Sales and Marketing Assistant

Vandemar Construction  
July 2010 to December 2011

Worked on sales proposals and direct mail marketing campaigns. Coordinated trade shows and events.

## Educational Background

### De Loureigh University

Venston Bay  
Master's Degree in Digital Marketing  
2017  
*Magna Cum Laude*

### Croalstead Institute of Technology

Bachelor's Degree in Marketing  
2010  
*Best Thesis: Analyzing the Role of Social Media in Integrated Marketing Communications*

## Volunteer Work

### Volunteer Social Media Coordinator

Fuzzbuzz Animal Shelter  
2018 to Present

*Handles the shelter's social media pages. Implements online campaigns to drive adoption rates up.*

## Skills and Proficiencies

- Fluent in Spanish and Chinese
- Copywriting and copy editing
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)