



MARIANA ALVAREZ VELASQUEZ

GROWTH MARKETING MANAGER | BRAND STRATEGY | MARKETING OPERATIONS | DIGITAL GROWTH

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ABOUT ME
[Portfolio](#)

Growth Marketing Manager specializing in brand strategy, marketing operations, demand generation, and analytics. Proven experience leading cross-functional marketing initiatives, optimizing digital ecosystems, and developing scalable processes that improve marketing performance and support business growth. Experienced in translating business objectives into integrated marketing strategies, leading projects from planning through execution, and leveraging data and automation to drive continuous improvement.

PROFESSIONAL
EXPERIENCE

Growth Marketing Manager
Porter Legacy Group | September 2024 - Current

Lead and manage the company's marketing ecosystem across brand positioning, investor communications, demand generation, website strategy, CRM, marketing automation, paid and organic marketing, social media and performance analytics. Develop and execute integrated marketing initiatives including LinkedIn outreach, webinars, white papers, email marketing, website optimization, and conversion-focused campaigns. Build reporting frameworks and marketing dashboards to measure performance, optimize customer journeys, and support data-driven business decisions.

Head of Growth Marketing
Slate Brands | August 2024 - Current

Led growth marketing strategy across beauty brands, overseeing brand positioning, product launches, demand generation, paid and organic marketing, e-commerce, lifecycle marketing, and performance analytics. Managed in-house and external teams, led influencer partnerships and UGC collaborations, coordinated U.S. brand activations and product launches, and served as the primary marketing point of contact for clients. Measured and optimized campaign performance through KPIs and analytics to drive customer acquisition, engagement, and revenue growth.

Head of Marketing
Avenida Ipsum | July 2019 - August 2024

Led end-to-end marketing strategy for a portfolio of B2B and B2C clients, overseeing brand positioning, demand generation, paid and organic marketing, social media, design, UGC collaborators, content strategy, website development, CRM, marketing automation, creative direction, and performance analytics. Managed in-house and external marketing teams, worked directly with clients to plan and execute marketing initiatives, and led projects from strategy through execution. Measured and optimized performance through KPIs, reporting, analytics, and continuous optimization.

Marketing Manager (Seasonal)
British Council Canada | December 2022 -March 2023

Managed the organization's social media strategy, developing content initiatives, coordinating UGC collaborations, and driving audience growth and engagement across digital channels. Conducted competitor and audience analysis to identify opportunities, support campaign planning, and improve content performance using insights, analytics, and performance data.

Market Research & Digital Strategy Intern
Fashion 360 Mexico | August 2018 -December 2018

Researched consumer trends, market behavior, and competitive landscapes to identify opportunities and support digital marketing strategies. Conducted competitor and audience analysis, contributing to brand positioning, service development, and strategic recommendations backed by market insights.

Content creator
Bakertilly Colombia | June 2017 -December 2017

Developed visual assets across print, digital, presentations, and marketing materials, ensuring brand consistency across multiple communication channels. Contributed to rebranding initiatives by creating creative concepts and marketing collateral using Adobe Illustrator, Photoshop, and InDesign. Supported content creation and visual storytelling to strengthen brand identity and customer engagement.

EDUCATION	Javeriana University - 2023 Professional Certificate in Business Intelligence
	IED University Madrid - 2019 Postgraduate Certificate in Digital Marketing, Social Media & Omnichannel Marketing
	La Salle College international - 2018 Bachelor's Degree in Marketing & Communications

Cesa University - Current Professional Certificate in Growth Marketing & Artificial Intelligence
Cesa University - 2023 Professional Certificate in Neuromarketing
Google Activate - 2019 Professional Certificate in E-commerce

SKILLS	• Hubspot	• Semrush	• GoHighLevel	• Meta Ads	• Claude	• Canva
	• Klavyio	• Hootsuite	• Zapier	• Tik Tok Ads	• Optimizely	• GA4
	• WordPress	• AI Tools	• Apollo.io	• Linkedin Ads	• Looker Studio	• Sales Navigator