



MARIANA ALVAREZ VELASQUEZ

MARKETING OPERATIONAL | BRAND & GROWTH STRATEGY | DIGITAL ECOSYSTEMS | DATA-DRIVEN

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ABOUT ME

Results-driven Growth Marketing professional with experience in full-funnel marketing strategy, demand generation, and data-driven growth initiatives. Skilled in GHL, paid media, email marketing, and conversion optimization to drive measurable business results. Experienced in transforming analytics into actionable insights, managing cross-channel campaigns, and leveraging AI-powered tools and marketing automation to optimize performance and scalable growth strategies.

PROFESSIONAL EXPERIENCE

Growth Marketing Manager

Porter Legacy Group | September 2024 - Current

I lead integrated marketing initiatives for a multifamily real estate investment firm, supporting investor outreach, demand generation, and brand positioning. I execute cross-channel campaigns including SEO-optimized content, LinkedIn outreach, paid media, and email marketing automation on GHL to attract and nurture qualified investors. I build marketing performance dashboards and reporting frameworks to track campaign performance, monitor investor engagement, and optimize conversion and funnel performance across digital channels, leveraging AI-powered tools to support research, campaign ideation, and workflow efficiency.

Head of Growth Marketing

Slate Brands | August 2024 - Current

I lead brand and growth marketing strategies for beauty and consumer brands, managing digital marketing initiatives across strategies, paid media, social media, and email marketing. I coordinate cross-functional teams including designers, content creators, and external partners to execute high-impact campaigns and product launches. I oversee marketing analytics and performance dashboards to track ROI, support data-driven decision-making, and optimize campaign performance, leveraging AI-powered tools to streamline workflows and improve marketing insights.

Head of Marketing

Avenida Ipsum | July 2019 - August 2024

Led strategic marketing initiatives for multiple B2B and B2C clients within a marketing agency environment. Managed and mentored a team of marketing professionals while coordinating cross-functional collaboration across design, content, and paid media teams. Implemented marketing reporting systems and performance dashboards to analyze campaign metrics, evaluate channel performance, and support data-driven optimization across SEO, paid media, and content marketing initiatives, incorporating AI-assisted tools to enhance research, insights, and workflow efficiency.

Marketing Manager (Seasonal)

British Council Canada | December 2022 -March 2023

Led influencer collaborations and partnership campaigns to increase brand visibility and audience engagement. Developed social media growth strategies, conducted competitor and market analysis, and generated actionable insights to optimize campaign performance. Managed content planning, publishing, and performance tracking, using analytics to evaluate engagement and improve digital marketing outcomes.

Trend research & digital strategist (Internships)

Fashion 360 Mexico | August 2018 -December 2018

Researched emerging fashion and consumer trends, analyzing their impact on market behavior and digital strategy. Conducted competitor analysis and consumer research to support brand positioning and new service development. Contributed to branding initiatives and strategic recommendations aligned with evolving market demands and industry innovation.

Content creator

Bakertilly Colombia | June 2017 -December 2017

Developed visual elements to communicate messages across print, web, presentations, and multimedia. Led rebranding initiatives, creating fresh design concepts with Adobe Illustrator, Photoshop, and InDesign, ensuring brand consistency and impactful storytelling.

EDUCATION

Javeriana University - 2023

Diplomat - Business intelligence

IED University Madrid - 2019

Posgraduade - Digital marketing, social media & omnichannel

La Salle College international - 2018

Undergraduate - Marketing & communication

Cesa University - Current

Course - Growth Marketing & Artificial Intelligence

Cesa University - 2023

Course - Neuromarketing

Google Activate - 2019

Course - E-commerce

SKILLS

- Hubspot
- Klavyio
- Google Search
- Semrush
- Hootsuite
- AI Tools
- GHL
- Zapier
- Apollo.io
- Meta &Tik Tok Ads
- GA4
- Sales navigator
- Claude
- Optimizely
- Looker Studio