



Lorena Noya

www.lorenanoya.com

contact@lorenanoya.com

813-390-3492

Summary

An organized, efficient and creative Digital Marketing Specialist capable of building and enhancing lead generation and brand awareness utilizing different platforms to achieve corporate objectives. Experienced graphic designer with an ability to create for a wide array of projects, audiences, and objectives. Ample experience in print, and digital marketing. Independent thinker who works well within a team environment, and is passionate about the industry and motivated to learn more.

Skills

- Ample experience in Digital Marketing, Email Campaigns, Web Design and Marketing Collaterals
- Expert in Adobe InDesign, Photoshop, Illustrator, Acrobat and Microsoft Office.
- Able to organize and manage projects efficiently in order to meet deadlines.
- Knowledge of Social Media Management and paid advertising.
- Knowledge of HTML5, CSS, Dreamweaver, WordPress.
- Knowledge of Adobe Premiere, After Effects, and iMovie.
- Strong oral, written and interpersonal communication skills.
- Fluent in Spanish, and basic proficiency in German.

Employment

Digital Marketing Specialist, Proforma HQ- Tampa, Florida

2015-Present

- Create, manage & execute all aspects of digital media marketing to increase B2B engagement, lead generation and brand awareness
- Design, execute, maintain and report of e-mail and drip campaigns
- Update and maintain onlyproforma.com and create landing pages for different campaigns
- Create graphic content for digital channels including: Social Media, blogs, press releases, newsletters, websites, landing pages, etc.
- Monitor digital marketing effects, insights & metrics consistently to review and improve customer engagement
- Research & manage new/existing communication platforms for external & internal use

Communications Specialist, Purchasing Services Inc. - St. Petersburg, Florida 2014-2015

- Design, execute and maintain e-mail campaigns, digital flipbooks, e-newsletters, custom design proposals, presentations and other marketing deliverables.
- Provide creative direction for the development of future marketing projects.
- Update and maintain corporate website and design subsidiary websites.

Graphic Designer, Faircount Media Group - Tampa, Florida 2002 - 2014

- Design magazines for business-to-business, corporate, industry, and government customers, from luxury lifestyle clients such as Rolls Royce Owners Club and Steinway & Sons to Military News and commemorative publications for all branches of the U.S. Armed Forces.
- Design and produce trade show materials.
- Design media kits for several publications in Interactive PDFs- and Web-based formats.
- Edit video and audio content for Defense Media Network website and application.
- Update DefenseMediaNetwork.com and Faircount.com.
- Handle and process advertisement materials, coordinating with designers and agencies.
- Manage advertisement database, and check ads for compliance with requirements.

**Freelance Graphic/Web Designer - Sealmouse LLC
Acton, Massachusetts and Tampa, Florida 2002-2002**

- Website design, brand identity materials and marketing collaterals for B2C businesses.
- Commercial and creative photography.

Graphic Designer, IC Intracom - Tampa, Florida 2000 - 2002

- Create concepts and layouts of catalogs and packaging in different languages.
- Create trade show materials.

Education

Interactive Media - Associate of Arts, International Academy of Design,
Tampa - Florida

Communications - Bachelor of Arts, NUR University,
Santa Cruz - Bolivia