

Ana Victoria Cruz

anastudio.digital
Washington, DC

Digital Marketing

I'm a data-driven expert with ten years of experience delivering multi-faceted marketing campaigns. I measure my successes and learn from my failures. I love what I do. It's not a job, it's a passion.

Professional Experience

Population Services International (PSI) (January 2021 – Present)

Digital Manager

Track and report metrics on performance and engagement across digital platforms

Serve as webmaster of psi.org, editing content and improving SEO, resulting in a 10% increase in page views

Develop social media strategies on LinkedIn, Twitter, Facebook, and Instagram, growing audiences by 30%

Create and execute over 160 email campaigns, averaging a 27% open rate and an 11% click-through rate

National Peace Corps Association (January 2019 – December 2020)

Digital Content Manager

Directed all event communications and managed the editorial calendar

Led integrated marketing campaigns on Facebook, Twitter, LinkedIn, Instagram, website, and email, resulting in 43,096 social media acquisitions, 64,241 email acquisitions, 64,480 direct acquisitions, and 97,892 organic search acquisitions

Southern California Grantmakers (SCG) (February 2017 – December 2018)

Senior Associate, Digital Communications

Designed and led the creation of the Philanthropy California website from initial wire frame to live site: philanthropyca.org

Functioned as webmaster of SCG's and Philanthropy California's website, improving SEO and UX

Developed and executed all social media campaigns, and managed all communications for events

Santander Private Banking International (April 2016 – August 2016)

Marketing Analyst

Developed marketing materials and presentations in English and Spanish

Supported the organization of internal and external events

Association for Psychological Science (APS) (September 2014 – December 2015)

Marketing and Advertising Manager

Managed the department's operations & led the marketing for the organization's first international conference

Drafted and produced advertisements positioning APS as a thought leader in the field

The World Justice Project (WJP) (July 2010 – August 2014)

Program Associate, Communications

Successfully directed the WJP's logo redesign and rebrand, managing the process from inception to completion

Wrote, designed and produced the organization's first-ever annual report as a 501(c)(3) non-profit organization

Education

Loyola University Chicago Bachelor of Arts, Summa Cum Laude, 2009

Skills

Fluent in Spanish

Microsoft Office (Word, Excel, PowerPoint)

Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Acrobat)

Salesforce, Drupal, WordPress, Basic HTML, Pardot, MailChimp