

Ayleen López, MBA

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EDUCATION

MBA Marketing 1996-2000 Universidad Interamericana de Puerto Rico - San Juan, PR

BBA Management 1989-1994 Universidad de Puerto Rico - Cayey, PR

EXPERIENCE

Catholic Relief Services - CRS Español - 2017-18 Digital Marketing Specialist

Provide Marketing support for digital, email, and social media campaigns, landing pages, social media posts, videos, among others. Design graphics for digital outlets. Manage social media pages. Generate keywords for SEO and AdWords campaigns. Measure digital efforts by providing weekly and monthly reports. Measure fundraising efforts.

Cook For Your Life - 2016-18 Marketing Freelancer

Provide marketing services for digital, email, and social media campaigns. Translate forms, landing pages, social media posts, videos, among others. Design graphics for digital outlets. Manage the Spanish social media pages. Generate keywords for SEO and AdWords campaigns. Measure digital efforts by providing weekly and monthly reports. Support development efforts.

Big Brothers Big Sisters – 2015-16 Regional Director

Plan, manage and direct Taos / Colfax regions. Design collateral material, regional board management, database management, grant writing, fundraising, budget, events coordination, donors cultivation, CRM, program data reports and analysis. Perform public relations and community outreach.

The Taos News 2013-15 Digital Administrator (Part-Time)

Manage e-newspaper edition, website analytics, social media, content and database management. Prepare and distribute ads client reports (weekly, monthly, quarterly, annual). Recognitions: 1st place for Weekly / Website @ 2014 Better Newspaper Awards NM.

JC Penney 2012 Marketing Contractor

Multicultural marketing support. English-Spanish copywriter, proofreader, and editor. Bilingual graphic design for print and online advertising.

Easter Seals North Texas - 2008 – 2012 - Marketing Manager

Plan, manage and execute marketing campaigns. Design collateral material, SWOT analysis, database management, Webmaster, SEO, digital analytics, AdWords, and social media administrator. Perform outreach, public relations, manage events, and bring sponsorships.

RegalWare, Inc. – 2007 – 2008 – Marketing Manager

Direct marketing efforts for Latin America and US Hispanic markets including graphic design for print, and digital campaigns, e-mail marketing, corporate events, social media, and public relations. Manage and execute marketing plans, budgets, market research, data analysis and mining, marketing mix optimization, and loyalty plans. Supervise Marketing Coordinator and Sales Coordinator.

MultiSystems, Inc. - 2005 – 2006 - Marketing Manager

Manage marketing efforts for the Caribbean, Latin America and US Hispanic markets including trade shows, co-marketing programs, events, sponsorships, website, social media, and advertising. Creation of collateral material, promote re-seller programs. Supervise Marketing Assistant and Web Designer.

Verizon Information Services - 2003 – 2005 - Assistant Product Manager

Manage the full production of print directories. Develop marketing and media plans, pricing strategies, SWOT analysis, rewards, and loyalty plans. Perform corporate events, sponsorships, the point of sale, pricing analysis, data analysis and mining, sales training, budgets, presentations, and sales reports.

Viacom Outdoor Inc. - 1999 – 2003 - Marketing Assistant

Manage marketing, pricing strategies, sales proposals, SWOT analysis, budgets, and public relations. Design direct mail, market and competitive research, outdoor advertising, e-mail marketing, print, and digital advertising, presentations, and collateral material.

CERTIFICATIONS

2010 Non-Profit Management at Brookhaven College - Dallas, TX

2017 Google AdWords & Analytics

2020 COVID-19 Contact Tracing

SKILLS

MS Office, Word, Excel, PPT, Access, Outlook, FileMakerPro, Business Objects, Adobe CS, Adobe XD UI UX Design, Photoshop, Illustrator, InDesign, Flash, Dreamweaver, HTML, CSS, Front Page, Publisher, eTapstry, Convio, EveryAction, Lotus 123, Publisher, Quicken, Charting Pro, UNIX, Crystal Reports, Second Street, TownNews, MailChimp, ConstantContact, Twitter, Facebook, LinkedIn, Google Plus, Pinterest, as well as aggregators such as WordPress, Dreamweaver, SharePoint, Hootsuite, Buffer, Sprout Social, TweetDeck, Later, Mobile Apps, SEO, SEM, Certified Google Analytics/AdWords, Google Data Studio, BLOX CMS, Survey Monkey, AdSense, AdMob, Woocommerce, and Shopify. Fully bilingual (Spanish/English).