

Aurora Lazaro

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Using over 7 years of experience in digital marketing, I excel at transforming data into compelling narratives about communities and audiences. I have created comprehensive marketing strategies, utilizing various digital channels such as e-mail/SMS, website conversion, paid advertising, and social media. I have consistently increased revenue growth, retention, and fostered customer loyalty at every opportunity.

My expertise lies in bridging the creative and analytical aspects of marketing, optimizing teams and budgets to drive profitability, engagement, and audience reach. My decision making process is heavily data-driven.

Work Experience

Digital Marketing Manager

Advoc8 - Washington, DC

October 2021 to Present

- As the sole Digital Marketing Manager on the Advoc8 team, I craft overarching digital strategies that include website, email, and social channels across multiple clients, including YouTube, Solana, Niantic, The National Manufacturers Association, and Roblox.
- Focusing on multiple Email Service Providers and CRMs such as Klaviyo, Salesforce, Mandrill/Mailchimp, and Marketo, I have successfully managed and created email marketing strategies for our Niantic, YouTube, and Roblox clients to increase engagement rates by a 15% average.
- Manage and optimize digital budgets for each client project, ranging from \$150k - \$1.5 million
- Working with Niantic, I created the marketing strategy, optimized processes, and executed all digital marketing campaigns for the eCommerce Brand Merchandise Store, Niantic Supply.
- With a global following, I crafted localized, culturally-rich campaigns across multiple geo-locations that included a comprehensive email and sms strategy, focusing on retention and increasing revenue.
- Owned and implemented the planning and execution of brand marketing campaigns, copywriting, product marketing, and content development for various client projects, especially Niantic IP launches, such as Ingress and Pokémon GO.
- Utilizing A/B testing, optimized the Niantic Supply website to drive profitability and improve user experience, along with improving automated flows in the user lifecycle.

Over the course of 1 year, compared to the previous period with the Niantic Supply eCommerce project:

- Increased total sales by 149%
- Increased conversion rate by 1,633%
- Increased average order value by 10%
- Increased returning customer rate by 437%

Digital Marketing Manager

Recyclops - Remote

February 2021 to February 2022

- Managed a marketing team of 5 to achieve and surpass new user growth KPIs by 10%, which led to securing Glad/Clorox and Lerer Hippeau to fund a series A investment round.
- Optimized and managed a monthly marketing budget of \$56,000, with a total of over half

a million USD a year.

- Created, implemented, and managed user life cycles across all aspects of CRM using HubSpot.
 - Increased email marketing engagement rates by 30% across all metrics.
 - Increased user signup conversion by 25% by recommending UI/UX adjustments to signup form.
- Managed Glad/Clorox partnership press release launch, accruing over 3 million views across multiple news channels.

Digital Marketing Director

Gradient Studio - Miami, FL

March 2019 to February 2021

- Managed and directed a small marketing studio that worked on projects for a multitude of companies from varied industries, such as Walt Grace Vintage, Nola Skinsentials, and Wallpaper Store Miami.
- By analyzing competitor marketing trends, I created and scheduled social media, paid digital advertising (Facebook, Instagram, Pinterest, and Google), and email marketing campaigns.
- Created original content for all campaigns using Canva, Adobe Photoshop, InDesign, and Illustrator.
- Designed and finalized the launch of eCommerce websites on Shopify, Wix, and Wordpress.
- Created automated emails and email campaigns on Klaviyo and Mailchimp.
- Implemented a new Point of Sale system that decreased payment processing fees and increased efficiency by creating a sync between digital and in-store inventory.

Digital Marketing Community Manager

Wix.com, Inc. - Miami Beach, FL

February 2017 to March 2019

- Created and formulated the blueprint for a global community event initiative to cater to millions of users, while focusing on brand and digital content marketing.
- From February 2018 to March 2019, the community hosted 12 Events with a total of 5000 attendees across the world, including Latin America, Europe, United States, United Kingdom, Australia, and Asia.
- Initiated and onboarded 30 Web Design Experts to become members of the Meetups Master Group
- Negotiated and closed a Meetup.com + WeWork contract for the Wix Community
- Managed a group of 7 Web Designers and Wix Experts, along with third-party agencies, to produce content related to Wix products.
- Communicated issues and new product ideas to the development teams
- Gathered and analyzed user characteristics using internal user management tools
- Gathered and analyzed user feedback and communicated these findings to the customer experience and product teams

Brand Lead Advisor

Warby Parker - Miami, FL

October 2015 to February 2017

- Served as the primary marketing liaison between Wynwood retail store and Warby Parker Headquarters by producing creative and targeted content for social media channels with organized experiential events within the retail space.

Education

Bachelor of Fine Arts

New World School of the Arts