

Natalia Quiroz



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Los Angeles, CA

SUMMARY

Solution-driven professional with 10+ years of experience in digital marketing. Expertise include web development, UX design, digital strategy, SEO, graphic design, and content management. Possesses a successful track record of leading diverse teams and improving creative workflows while promoting a positive culture in fast-paced work environments. **Notable clients include:** Herrick Entertainment, This Will Destroy You, MWR Legal, IHEARTCOMIX, NYME, River City Youth Foundation, DMW Media, FunAir, and Dos Lunas Tequila

SKILLS & QUALIFICATIONS

Core Competencies: E-Commerce, Creative Design, Digital Automation, Project Management, Strategic Planning, Reporting, Data Analysis

Programming: HTML, CSS, PHP, JavaScript, SASS, React.js, Webflow, Joomla, WordPress, Shopify, Custom CMS, Google Analytics, Console, Ads

Technical: MS Office, Google Drive, Basecamp, Constant Contact, Mailchimp, Hootsuite, CoSchedule, Social Media

Adobe Creative Suite: Photoshop, Illustrator, Dreamweaver, Lightroom, Muse, Premiere, After Effects

Languages: English and Spanish (Bilingual)

PROFESSIONAL EXPERIENCE

Web Designer

HplusF Design Lab / Los Angeles, CA / Feb 2019 – Present

- Led design and development of company website which averages a traffic of 800+ unique users per month (organic traffic)
- Maintained database of company-wide assets; digitized archival entries for 300+ projects
- Trained three team members on content creation and utilization of content management systems
- Created custom two websites within a single database (for public facing and educational purposes)

Web Designer

Nitemind / Los Angeles, CA / Jun 2017 – Oct 2019

- Designed and developed company website through WordPress; created landing pages for all promotional events
- Developed pitch decks and enhanced relationships with clients to promote business development
- Coordinated three private electronic music festival events comprised of 1500+ attendees
- Oversaw UX design, content creation, mobile responsiveness, content creation, social media, email marketing, SEO and analytics

Digital Strategist

Ride or Cry / Los Angeles, CA / Aug 2017 – Aug 2018

- Led digital strategy operations for marketing agency servicing a roster of 15+ clients within the digital and entertainment industries
- Oversaw assets, server and website maintenance, SEO, analytics, PPCs, remarketing, and content development
- Managed all e-commerce logistics of collaborations with clothing manufacturers to create seasonal collections (internal, clients, and partners)

EDUCATION

University of Texas, El Paso

Bachelor of Arts: Communication | Minor: Sociology