

LAURA VANEGAS

Marketing Specialist

EXPERIENCE

Oct 2023/Present

Marketing Specialist and Graphic Designer | Australian Pet Products

- **Website Administration:** Managed and updated the company's digital platforms (Shopify), ensuring a seamless user experience and maintaining a strong, consistent online presence.
- **Email Marketing:** Planned, designed, and executed targeted campaigns using Klaviyo, aligned with key commercial dates (e.g., Christmas, Boxing Day, January Sales), to drive customer engagement, retention, and conversions.
- **Digital Advertising:** Oversaw and optimized Facebook Ads and Google Ads campaigns, focusing on maximizing reach and improving ROI.
- **Lead Generation:** Built and refined automated customer lead flows through Klaviyo to support sales funnels and retention strategies.

• **Social Media Management:** Led content creation and day-to-day management of social media accounts, producing visual assets (videos, graphics, photography) to reinforce brand identity and connect with pet-loving audiences.

Social Media Marketing Coordinator | CloudLabs S.A.S

Nov/2020 – Dec/2022

- **Visual Asset Performance & Optimization:** Monitored the effectiveness of visual and graphic content across digital platforms, identifying opportunities to enhance engagement and brand interaction through strategic design improvements.
- **Regional Trend Analysis:** Researched and applied regional trends and visual insights to tailor brand strategies. Adapted graphic styles to suit local market preferences, ensuring consistent yet culturally relevant creative output.
- **Cross-Functional Collaboration:** Worked closely with global and internal teams including Sales, Call Centre, Operations, Product Development, Pricing & Yield, aligning creative efforts with commercial and operational goals.
- **Creative Budget Management:** Managed design budgets to deliver cost-effective campaigns while maintaining high creative standards and visual quality.
- **Paid Media Strategy & Execution:** Led the strategy, creation, and execution of paid media campaigns across multiple platforms.
- **Campaign Analytics & Optimization:** Measured and reported on campaign performance, continuously optimizing for core KPIs such as reach, engagement, and conversions.
- **Strategic Media Buying:** Identified, negotiated, and managed strategic digital media placements to increase brand visibility and drive scalable growth.
- **Innovation & Ideation:** Contributed to brainstorming sessions with the team to develop new marketing strategies aimed at boosting revenue and brand recognition.
- **Growth-Driven Marketing:** Demonstrated clear impact on revenue growth through data-driven, performance-based media initiatives.

Marketing Communications Intern | CloudLabs S.A.S

Internship | While completing university studies

- Supported the creation of visual content for social media and digital campaigns.
- Assisted in researching market trends to guide creative strategy.
- Collaborated with internal teams to align marketing materials.
- Contributed to social media calendars and engagement content.
- Gained hands-on experience in digital marketing and brand communication.

EDUCATION

Bachelor Degree in Marketing and Advertising | AreanAndina University

Pereira, COL \ 2017 - 2020

Adaptable and reliable, business and marketing skills with a proven outstanding in customer care skills and an excellent working knowledge of businesses structure.

Diploma of Photography and Digital Imaging , ENTREPRENEUR.

GoldCoast , AUS \ 2023–2024-Finished

Certification in English: IELTS 6.5

Cert IV In Marketing Communication, Greystone College

Brisbane, AUS \ 2024-2025

SKILLS

Adobe Creative Suite
Klaviyo-MailChimp
WordPress/Shopify
Figma Photography
Facebook Ads
Google Ads
TikTok
HubSpot
Video Editing

Creativity
Critical Thinking
Management Skills
Leadership
Digital Marketing

INTERESTS

Theatre
Photoshop
Painting
Dancing
Sports

REFERENCES

Jiovany Orozco
CEO, Founder CloudLabs

PORTAFOLIO

www.lauravanegaslav.online



LINKEDIN: lauravanegasg



+61 0481183573



ladavago@hotmail.com