

IVONNE GOMEZ

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Hello! I'm a content creator with experience crafting and developing innovative and engaging campaigns across multiple channels, including websites, social media, email marketing, and more.

My bilingual and bicultural background enables me to think beyond boundaries and ensure inclusivity when creating content for diverse audiences. I'm passionate about creative projects! I enjoy every step of the process, from brainstorming to bringing ideas to life. I'm fueled by a love for creative exploration and personal growth. Each project is a step toward becoming my best self and making a memorable impact with my work.

PROFESSIONAL EXPERIENCE

CONTENT AND SOCIAL MEDIA MANAGER

2019 – CURRENT

HASS AVOCADO BOARD

- Develop and execute content strategies aligned with the goals and KPIs outlined in the company's strategic plan
- Collaborate with cross-functional teams to identify target audiences and plan effective content tactics for various projects
- Collaborate with the marketing and communications team to create comprehensive briefs for organic and paid social media content, ensuring alignment with overall marketing and communication strategies
- Create, curate, and manage content for email marketing and social media campaigns (Meta, Pinterest, LinkedIn and TikTok), and websites (LoveOneToday.com and HassAvocadoBoard.com)
- Manage and collaborate with paid social media consultant, including develop and execute ad campaigns, monitor budget, review invoices and reports
- Work closely with graphic designers to ensure content is visually appealing and aligned with the brand identity
- Create and manage the social media content calendar, encompassing owned and user-generated content, in line with established strategy and project briefs
- Schedule and deploy social media content on various platforms, monitoring performance and metrics
- Proactively engage with the social media community, responding to inquiries, and addressing comments and feedback
- Support the integration of social media programs into PR and Advertising initiatives
- Obtain USDA approvals for email marketing and social media content to ensure compliance

COPYWRITER

2018-2019

GALLEGOS UNITED - Full-service advertising agency.

- Conceptualized ideas for various campaigns, activations, pitches, and more
- Worked closely with art directors in building concepts for different campaigns
- Created content for different platforms, including radio, billboards, social media, websites, and banners
- Adapted content from English to Spanish
- Helped preparing creative presentations for clients

BILINGUAL CONTENT MANAGER

2016 – 2017

KINITROS - Digital agency specialized in multimedia and visual content.

- Managed content strategy and execution for *Gobierno de Mexico* increasing brand awareness and engagement
- Reinvented and redesigned *Flexi Shoes* website and product descriptions to appeal more to customers and implemented SEO techniques
- Conceptualized ideas for social media campaigns
- Provided actionable insights to clients by developing quarterly reports using Facebook Insights, Google Analytics and Hootsuite
- Participated in developing sales pitches and content strategies for potential clients

BILINGUAL CONTENT MANAGER

2013 – 2016

BEACHBODY - Health & Fitness company.

- Developed and executed social media campaigns for multiple brands, including Team Beachbody, Shakeology and 21 Day Fix
- Led editorial calendar, project plans, content development, and schedules
- Wrote website and blog content for BeachbodyOnDemand.com/blog
- Developed digital content for multiple platforms such as social media, websites, emails, and newsletters
- Translated marketing materials into Spanish for multiple brands using the adequate tone to achieve cultural relevance for the Hispanic market

BILINGUAL COPYWRITER

2013

CAPTURA GROUP - Hispanic interactive agency that offers a complete suite of Hispanic Digital capabilities.

- Developed culturally relevant content in Spanish creating copy for social media channels, including Facebook, Twitter, Instagram, and YouTube. Client: ViveMejor (www.vivemejor.com)
- Supported website content, email content and other online messaging in Spanish
- Wrote back translation in English for clients in the US

CONTENT DIRECTOR

2009 – 2013

WDM GROUP - Digital Media company that offers innovative digital services to diverse businesses all over the world.

- Created content across different sectors for business and lifestyle magazine and website for C-Level Executives in South America and Mexico
- Conducted interviews with CEOs and industry experts
- Supervised project development in conjunction with cross-functional team, including sales, design, production, and marketing departments
- Wrote and translated 8 company reports a month (750 words each), 2 daily news stories (350 words each) and 4 press releases a month
- Uploaded content to websites using the newest CMS tools and SEO strategies
- Monitored social media accounts and Google Analytics

EDUCATION

2003

BACHELOR OF SCIENCE IN LAW, **UNIVERSIDAD SANTO TOMÁS**
Bogotá, Colombia

SKILLS

Writing & Editing, Social Media Publishing and Management (experienced with: Spredfast, Sprinklr, Hootsuite, Sprout Social), Online Project Management (experienced with Teamwork, Microsoft Teams), Microsoft Office and Adobe Creative Cloud.

CERTIFICATIONS

2023

META CERTIFIED CREATIVE STRATEGY PROFESSIONAL

2013

PROFESSIONAL CERTIFICATE IN DIGITAL AND SOCIAL MEDIA, **SDSU**

LANGUAGES

Fluent in 3 languages: Spanish (native speaker), English and French.