

PORTFOLIO / DIGITAL MARKETING

DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST

Strategy. Content. Connection.

Campaign planning · Social media management
Content design · Ecommerce



Guatemala · Spanish & advanced English

Visual and analytical thinking for commercial brands.

01 / INTEGRATED CAMPAIGN

VerdeTec

Integrated campaign planning & social media

THE CHALLENGE

Introduce VerdeTec's gardening and automation services to relevant local audiences and create a clear path from discovery to enquiries, appointments and quotations.

MY CONTRIBUTION

Campaign planning, promotional content, branded material concepts, Facebook and Instagram management, and follow-up with potential customers.

18

Planned activation days

5

Target locations

2,000

Available flyers

PLANNING & MEASUREMENT

Activation calendar, zone-specific QR codes, WhatsApp enquiries, appointment and quotation follow-up, budgeting, payment stages, contingencies and financial projections.

Proposal for October-November 2026. The figures are projections, not achieved results.

02 / BRAND APPLICATIONS

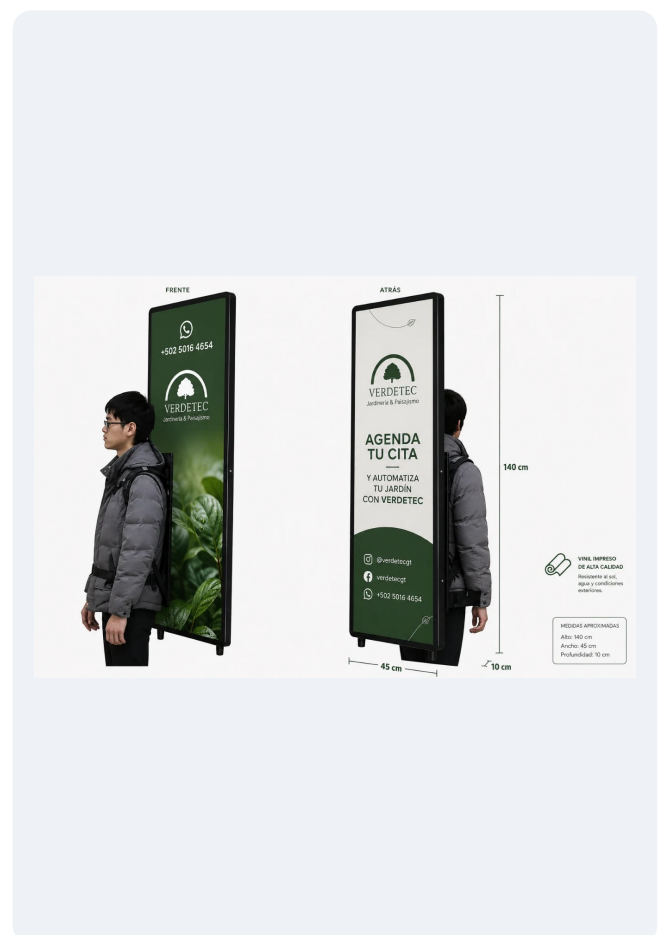
VerdeTec

A consistent identity across touchpoints.

The brand already had a defined identity. The content work respected its minimal style and preference for real photography. Uniform and walking billboard proposals carried that identity into physical materials.



Uniform design proposal



Walking billboard proposal

03 / SOCIAL MEDIA

VerdeTec

Beyond the design

I also administered VerdeTec's Facebook and Instagram accounts, published content, handled enquiries and followed up on sales opportunities using Meta Business Suite and Whaticket.



Service promotion



Garden care content



Brand & service content

Grupo SGL

Shipping services, made visual.

Selected promotional designs for logistics and shipping services, alongside Christmas and Halloween shopping campaigns. My contribution shown here is content design.



Logistics services



Christmas shipping



Seasonal shopping campaign

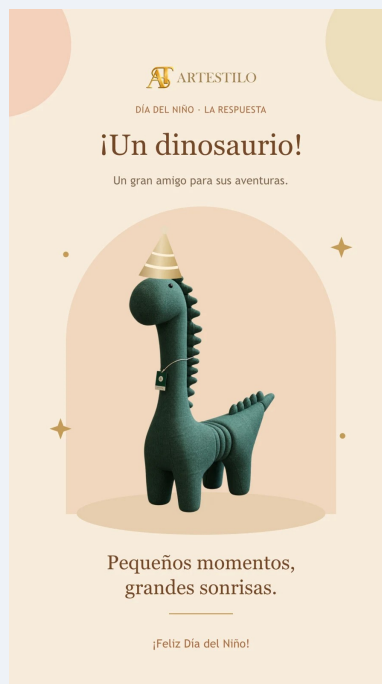
Artestilo

A softer side of retail.

Artestilo wanted a minimal, clean style that would attract customers, but did not have a consistent design direction across its content. I developed selected promotional pieces with uncluttered layouts, coordinated colours and a clear focus on the products.



Children's Day campaign



Product story

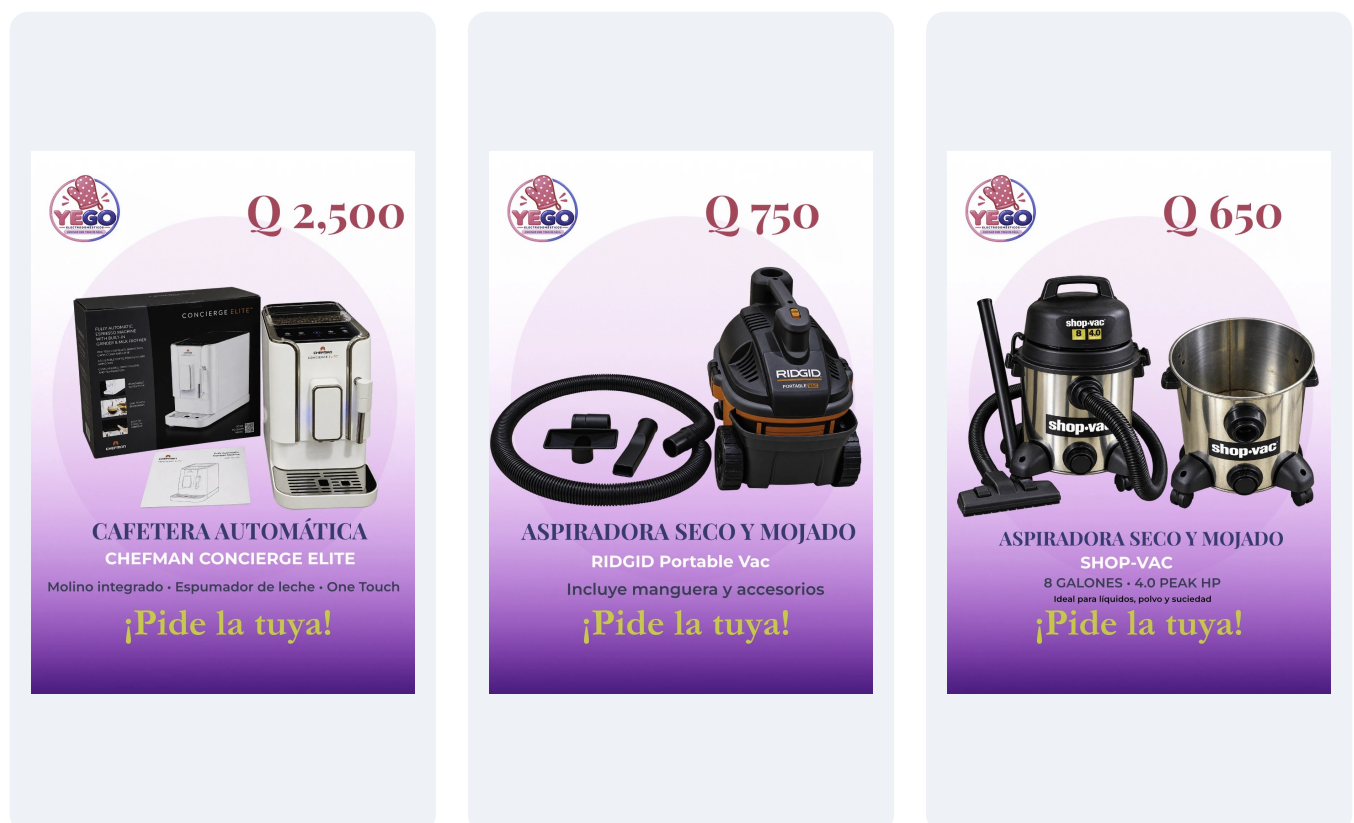


Product presentation

YEGO

Products ready for the spotlight.

Earlier listings used shop backgrounds that distracted from the appliance. Customers kept asking for prices. I adopted a clean layout, a product-first focal point and prominent prices, preserving the brand's pink, blue and white palette.



Coffee machine promotion

Appliance promotion

Consistent product series

I also adapted the logo to a circular WhatsApp format using the existing glove symbol. Increasing sales was the objective; no measured increase is claimed.

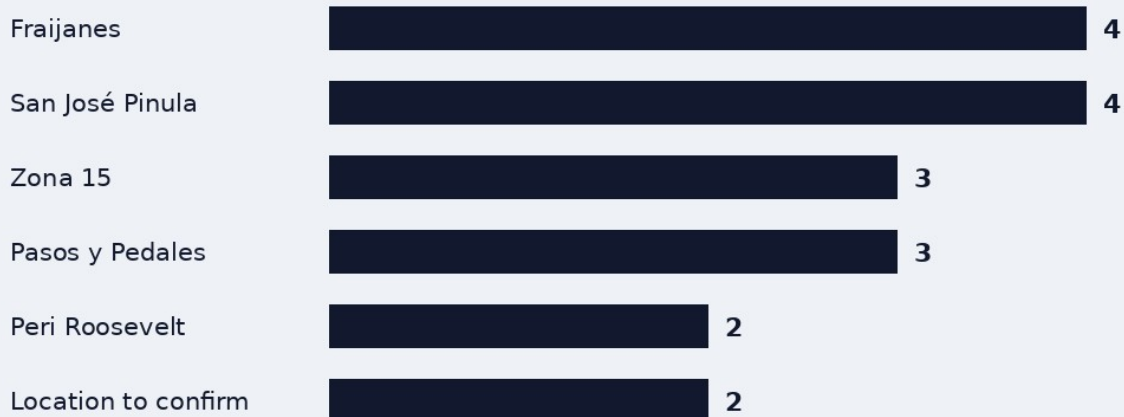
Planning in Excel

Campaign calendar, budgets and a measurement framework.

An Excel model for the VerdeTec campaign: an activation schedule, location-based costs, payment dates, editable assumptions and financial scenarios.

Activation days by location

Campaign plan · October-November 2026



18 planned days. The final 2 would be allocated based on performance.

Summary of the Excel plan. Does not represent achieved results.

Skills demonstrated: formulas, charts, cash-flow planning and KPI tracking. The results register was prepared for leads, appointments, quotations and sales.

Adapted planning sample. Internal commercial figures are omitted.

08 / PROFILE & CONTACT

Let's talk.

I'm a marketing professional based in Guatemala. My work combines visual communication with the everyday tasks that keep marketing moving: planning campaigns, publishing content, presenting products and following up with potential customers.

WHAT I DO

Campaign planning · Facebook & Instagram management
Post & story design · Product promotion
Commercial follow-up · Brand applications

TOOLS I WORK WITH

Affinity · Canva · Meta Business Suite · Whaticket · Excel

Also used: Filmora & Movavi
Basic / occasional use: Photoshop & Google Ads

Native Spanish · Advanced English

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Explore the full online portfolio