

Sonia Urquilla

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HIGHLIGHTS

- Marketing professional with experience in SEO, Digital Marketing, Social Media Management, and Content Marketing.
- Increased website traffic by 30% within 4 weeks and achieved a 90% site health after my SEO strategy.
- Built social media channels from scratch and created monthly social media strategies that led to increased engagement, 30% more event attendees, and 20% year-over-year revenue growth.

SKILLS

Marketing Skills: Competitive Analysis | Content Strategy | Video Editing | Project Management | SEO | Marketing Strategy

Technical Skills: Google Analytics | Google Search Console | Semrush | Microsoft Suite | Canva | Facebook | Instagram | YouTube | LinkedIn | TikTok | Pinterest

Languages: Spanish (Native) | Portuguese (Limited)

WORK EXPERIENCE

Influencer Outreach Specialist | Uniqlo - Freelance

Feb 2023 – Current

- Successfully identified and approached 10 Spanish-language brands and influencers exclusively focused on manga and anime media, resulting in 5 promotional partnerships with UNIQLO Europe.
- Use bilingual abilities to effectively communicate with brands and influencers, resulting in increased UT Collection social media posts, competitions, and product placement.

Social Media Manager | Good Earth Gifting - Freelance

Oct 2022 – Current

- Implemented a social media strategy that led to a 35% increase in social media reach within one month.
- Create, schedule, and publish content for company's Facebook, TikTok, Instagram, Pinterest, and LinkedIn.
- Create video scripts and video editing for TikTok.
- Plan and execute social media content strategy with SEO in mind.
- Provide monthly insights based on analytics findings to suggest content strategy.

SEO Specialist | Madeline Mann - Freelance

Jul 2022 – Sept 2022

- Increased website health by 8%, website traffic by 30% and keyword ranking within 4 weeks through effective keyword research, On-Page, Off-Page, and Technical audit findings.
- Researched social trends, audience, and the competitive landscape to implement keyword strategies that reflect the latest industry changes.
- Successfully improved visibility in website searches with a data-driven approach and testing search engine optimization strategies.

Social Media Manager | EA Fitness - Freelance

Jan 2020 – Nov 2021

- Contributed to the launch of a client's online business coaching by creating and managing social media posts that reached an audience of over 1,000 people.
- Developed a monthly Instagram content strategy that generated 30% engagement, resulting in acquiring 5 clients in the first month.
- Researched social media trends, news, and industry trends to shift behavior and create a strategy to provide engaging content to the fitness community.

Sales and Marketing Assistant | International Taekwon-Do Academy

Dec 2013 – Nov 2015

- Build a strong brand through community events, and social media strategy, leading to a 20% increase in sales year after year.
- Launched and managed social media platforms to target multilingual audiences (Spanish, Portuguese, and English) and increased engagement by 30% on Facebook, Instagram, and YouTube.

EDUCATION

Montclair State University, Montclair, NJ | *Bachelor of Science, Business Management*

Essex County College, Newark, NJ | *Associate of Science, Business Administration*

Certificates:

- **Social Media Marketing**, LinkedIn | May 2022
- **Social Media Marketing, Strategy and Optimization**, LinkedIn | May 2022
- **SEO Foundation**, LinkedIn | May 2022
- **Project Management Foundations**, LinkedIn | May 2022