

Isabel Conde

315-6618025 | isabelcondebarona@gmail.com | www.linkedin.com/in/isabel-conde

I'm a results-oriented professional with a solid track record in strategic marketing, business analysis, and client relationship management. I thrive on data-driven initiatives that fuel growth and am known for my adaptability and leadership skills, which consistently deliver impactful results in various business context.

EDUCATION

University of Miami Herbert Business School - Coral Gables, Florida

December 2019

Bachelor of Business Administration – Concentration: Marketing – Minor: Advertising

- **Relevant Coursework:** Business Technology and Innovation, Business Analytics, Consumer Behavior, Graphic Design for Strategic Communication, Microsoft Excel Level I and II
- **Certificates:** HubSpot Sales Software Certification, Amazon Web Services Business Accreditation, Customer Experience Management Fundamentals

WORK & LEADERSHIP EXPERIENCE

Sunrise Integration

Remote Location

Client Experience Manager

August 2021-Current

- Orchestrated efficient document management using HubSpot, Apostrophe CMS, Google Drive, Shopify Experts and Slack, resulting in a 21% reduction in document retrieval time
- Led end-to-end coordination of sales/bids process, resulting in a streamlined workflow that reduced proposal turnaround time by 56%
- Collaborated cross-functionally to ensure the consistent achievement of project milestones, attaining an outstanding 43% adherence rate to project timelines
- Strengthened partner relations through the implementation of a structured communication plan, leading to a 28% increase in partner satisfaction
- Achieved a 54% improvement in KPI tracking accuracy and reporting consistency through completing market research, lead generation, partnership development and strategic planning
- Managed Jotform and Mailchimp for client experience surveys, obtaining valuable insights from clients to enhance the client experience, leading to a 29% increase in satisfaction scores and a 43% reduction in response time
- Conducted comprehensive data research contributing to a 19% improvement in project targeting precision and alignment with audience preferences for Ferrari and Marvel projects

Amazonica

Miami, Florida

Social Media Manager

January 2020-December 2020

- Elevated brand presence, achieving a 22% rise in brand reach and 38% boost in customer engagement through social media management.
- Drove impactful content strategies, resulting in a 27% sales increase via influencer partnerships and a 44% surge in video content viewership and engagement.

NBCUniversal Telemundo

Miami, Florida

Research Analyst

July-December 2019

- Mined insights from reports and trends, fueling key growth initiatives that led to a 17% enhancement in overall business performance
- Crafted data-rich One-sheets leveraging insights from Hispanic content analytics, boosting negotiation effectiveness with potential clients by 22% and securing new partnerships
- Collaborated cross-functionally to identify emerging market opportunities with an increase in 15% in operational efficiency

S2H Communication

Miami, Florida

PR Consultant

July-December 2019

- Skillfully managed PR platforms (Cision, Vocast, and CoverageBook) enhancing workflow efficiency by 25% and contributing to quicker response times for client requests
- Developed social media content, resulting in a 30% increase in lead generation and a 25% boost in brand awareness within the target audience

Mana Wynwood (Venue Rental Company)

Miami, Florida

Advertising Digital Analyst

August-December 2018

- Coordinated social media campaigns that led to a 25% growth in engagement and a 20% increase in follower interaction, leveraging Hootsuite's efficiency.
- Crafted compelling blog posts, driving a 33% increase in website traffic and deeper engagement with diverse event audiences, while also generating a 40% rise in user-generated content submissions and expanding event visibility across platforms.

ACTIVITIES, SKILLS & INTERESTS

Activities: Yoga, Scuba Diving, Photography, Instagram Creation, Travel & Tennis

Technical Skills: Microsoft Office: PowerPoint, Excel, Word. Advanced Photoshop, InDesign, iMovie, Nikon D5500

Languages: Spanish (Native), English (Proficient)

General Skills: Good communicator, fast learner, organized, creative, proactive, client relationship management, team leader, positive attitude, committed and sociable