As a multicultural bilingual (Spanish) strategist, my main focus is developing and delivering multi-channel communication and digital marketing plans to reach diverse audiences. I have B2B and B2C brand management expertise, content creation, and design.

**EXPERIENCE:**

**PR & Social Media Manager**

NMI

March 2024 to August 2024

* Increased corporate social media impressions by 130% to 2.3 million within the first two months.
* Managed a PR agency's day-to-day operations, resulting in 28 fintech media placements, 14 tier 1 features, and nine thought leadership articles.
* Review, edit, and approve executive leadership commentary for media publications.
* Plan, develop, and implement PR and social media campaigns aligning with SaaS and Fintech marketing goals.
* Improve existing "canned response" for social media channels to ensure users receive relevant, clear, and timely information.
* Identify opportunities for proactive PR and social activities, including support for topical news stories.
* Develop trending and relevant content to attract B2B partnerships within ISO, ISV, and SaaS verticals.
* Managed submission of C-suite speaker proposals, product reviews, and awards.
* Successfully launched the employee social media advocacy pilot program with a 100% adoption success rate and a $350,000 publicity value.

**Social Media Manager**

Insperity

October 2022 to March 2024

* Assisted in executing the company's organic social media strategy, which resulted in 40% growth year over year.
* Successfully grew social media engagement to 1.5M impressions by fostering employee advocacy around inclusion.
* Developed and executed new video campaigns and promotions for products and services.
* Staff lead for the launch of the company's first influencer marketing program.
* Work with internal partners across the organization to ensure messaging and content are aligned with national strategy while remaining localized.
* Managed social media profiles and monthly content calendars for 3 C-Suite executives.
* Assisted in creating content and strategy initiatives for five social media profiles with over 162,000 followers.
* Partnered with executive leaders to establish key brand touchpoints and ensure the use of inclusive language, imagery, and overall campaign design.

**Founder/CEO**

Bazile Creative, Digital Marketing Firm

October 2021 to Present

* Spearheaded the launch of a digital marketing firm dedicated to helping small businesses, particularly BIPOC and LatinX communities, grow through innovative and inclusive communication strategies.
* Led creative teams in executing multicultural marketing campaigns that enhanced brand recognition and established deep community trust.
* Developed and executed comprehensive DEI strategies to help clients evolve their public presence and champion inclusive messaging.
* Collaborated with internal teams and external agencies to ensure culturally sensitive content and creative approaches to storytelling.

**Marketing & Communications Manager**

Midtown Management District

August 2018 to February 2022

* Responsible for maintaining brand strategies, brand guidelines, social media channels, and email campaigns.
* Led creative teams in executing multicultural marketing campaigns that enhanced brand recognition and established deep community trust.
* Responsible for developing and implementing a comprehensive and strategic communication plan in Spanish and English.
* Assisted in creating innovative, culturally diverse, and exceptional programs to promote tourism.
* Managed website content, digital assets, events calendar, and contact database.
* Managed brand strategies, social media channels, and email campaigns, ensuring all content adhered to DEI principles.

**Director of Communications, Youth Market (TX, WY, OK, ARK., NM, CO)**

American Heart Association (AHA), Houston, TX

October 2016 to April 2018

* Responsible for discovering, interviewing, and pitching inspiring stories of heart disease survivors.
* Supervised marketing collateral design such as brochures, newsletters, and social graphics.
* Developed press strategies to pitch and place stories across several mediums.
* Drafted talking points and prepped volunteers for TV appearances/media interviews.

**Marketing Coordinator/Manager (Americas Division)**

American Bureau of Shipping (ABS), Houston, TX

August 2013 to September 2016

* Implemented B2B strategic marketing plans for U.S., Latin America, and Canada markets.
* Managed 20+ events for key stakeholders throughout the year.
* Identified strategic advertisement opportunities to build ABS visibility globally.
* Partnered with executive leadership to acquire international sponsors for galas and regional events.
* Streamlined marketing processes between headquarters, global divisions, and subsidiaries.
* Facilitated the planning of trade show participation and liaised with organizers and contractors.

**System Competencies**

* Data Analytics
* Adobe Suite (Lightroom, Premier Pro, Illustrator)
* Social Media Content Management (Sprinklr, Hootsuite, Loomly, Sprout Social etc.)
* PMS (Asana, Monday, Trello, Airtable, Sharepoint)
* Email Marketing (Constant Contact and MailChimp)

**Key Skills**

* Multicultural & Inclusive Marketing
* Creative Team & Agency Management
* Strategic Project Management
* Executive & Stakeholder Communication
* Digital & Social Media Marketing

**Relevant Experience and Skills**

[Personal Portfolio](https://www.madeline-alvarez.com)

[Digital Marketing Firm](https://www.bazilecreative.com)