

NATHALIA BENAVIDES

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Professional Summary

Dynamic and results-driven Creative Marketing Strategist with expertise in brand marketing and social media management across fintech, retail, and agency environments. Skilled at executing omni-channel marketing strategies that enhance brand presence and drive customer engagement through compelling content and strategic communication. Proven ability to manage end-to-end campaign execution—from content creation and creative briefs to analytics and reporting—while ensuring brand consistency and alignment with business objectives. Adept at collaborating with cross-functional teams and leading projects in fast-paced environments. Passionate about leveraging data-driven insights to optimize digital performance and deliver meaningful brand experiences. Operates with a customer-centric approach, creative problem-solving skills, and a keen eye for social media trends. Eager to bring my skills in brand storytelling, content strategy, and project management to contribute to the growth your company.

Skills

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| ✓ Graphic Design (Creative thinking and execution) | ✓ Client Relationship Management (B2B / B2C) |
| ✓ Market Research and performance analysis | ✓ Product Development |
| ✓ Content Creation and Strategy | ✓ CRM and Lead Generation |
| ✓ Brand Marketing | ✓ Email Marketing |
| ✓ Omnichannel Marketing | ✓ Time Management and Prioritization |
| ✓ Digital Marketing Campaign Execution | ✓ Team Collaborator, curious and eager to learn |
| ✓ Loyalty and Retention Strategies | ✓ Proficiency (English/Spanish) |
| ✓ Sales Enablement | ✓ Problem-solving |

Work History Technical Skills & Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Adobe XD) | Figma | Microsoft Office (PowerPoint, Excel, word) | Meta | Canva | Meta | Tableau | WordPress | Google Analytics | HubSpot | MailChimp | Monday.com | CRM – HubSpot, Salesforce | iOS | Windows | Outlook | Asana | Gyra | Slack | Click up |

Work History

Marketing and Communications Specialist.

09/2023 to Current

Samplits-Baby Brands. Toronto, Ontario.

- Spearheaded the creation of marketing assets and implemented comprehensive brand guidelines, ensuring consistency and alignment across all online and offline communications while adhering to the new Writing Style Guide.
- Managed relationships with national marketing teams, clients, and distributors, streamlining project workflows, improving communication, and building loyal relations between the parties.
- Enhanced website functionality and user experience, leading to a 5% increase in user engagement.
- Coordinated events like the Toronto Baby Show, significantly boosting brand visibility and lead generation.

Creative Leader.

11/2022 - 05/2023

Refácil (Fintech). Bogotá, Colombia.

- Developed and launched the Refácil Pay app, enhancing usability by 25% and driving brand communication at fintech events and through paid media campaigns.
- Designed and implemented integrated marketing strategies, including multimedia production and targeted multimedia campaigns, to drive 15% brand growth for B2B and B2C clients.

Senior Creative Designer.

02/2022 - 10/2022

Transport Systems SAS (Fintech & Software development), Bogotá, Colombia.

- Managed creative processes and campaigns, ensuring brand consistency and enhancing positioning through strategic visual communication.
- Directed the development and launch of TS and Deodata websites, achieving a 25% increase in web traffic and improved user experience.
- Led marketing efforts for Andina Traffic 2023, boosting revenue by 25% through high-quality lead generation.

Creative Designer.11/2018 to 10/2022

Efecty (Fintech). Bogotá, Colombia.

- Led a team of four designers, maintaining and improving brand consistency across national and regional marketing plans, which reinforced market dominance in the “Giros” category across 42 states in Colombia.
- Designed communication strategies and developed the look & feel for mass and targeted campaigns, driving successful product launches, brand activations, and promotions.
- Collaborated with digital agencies to implement multimedia production strategies, resulting in a 20% increase in brand recognition (Nielsen).
- Spearheaded the redesign of Efecty’s CRM and loyalty plan, boosting customer retention by 30% and improving the user journey.

Graphic Designer | Creative Manager.07/2012 to 10/2018

Brilliant Brand Thinking. (Advertising Agency). Bogotá, Colombia.

- Directed a creative team of six to develop and execute creative campaigns to support marketing efforts for eight clients across diverse industries, such as automotive, food, retail, and utilities, ensuring brand consistency for them.
- Managed accounts and projects, overseeing budgets, client relations, and business development to align creative strategies with client objectives across various channels (ATL, BTL, Digital).
- Implemented a project management system that reduced task delivery times by 15%, enhancing team productivity and driving a 90% client satisfaction rate and a 20% increase in annual contract renewals.

Other Work Experience

Digital Marketing and Strategic Communications.07/2023 to Current

Lataff- Latin American Film Festival (Volunteer) HCHC. Toronto, On. Canada.

- Developed the creative concept for the 2024 Latin American Film Festival, designing all visual communications, both print and digital, with a deep commitment to elevating the event’s artistic vision and community impact.
- Led the overall strategy for the festival, managing media communications, mass communication reproduction, audience engagement, event positioning, and ticket-selling strategies to significantly boost ticket sales and deepen community engagement with Latin American films.
- Directed mass communications and event positioning efforts to deepen community engagement with Latin American.

Guest Experience Leader.06/2023 to Current

McDonald's (Restaurant). Toronto, On. Canada.

- Coordinated the creation of Feel-Good moments across customer touchpoints, exceeding expectations and fostering positive brand experiences.
- Improved sales by 14% through innovative upselling techniques and collaborative consumer engagement.
- Empowered staff and reduced service complaints by 85%, achieving a 100% customer satisfaction rate through effective teamwork and proactive service strategies.

Education

Post Graduate Certificate: Marketing Management & Professional Sales.2023 - 2025

Lambton College, Toronto, On. Canada

Bachelor’s Degree: Graphic Design | WES Certified2007 - 2012

Universidad Jorge Tadeo Lozano, Bogotá, Colombia

Certifications

- Inbound Marketing | HubSpot | 2024
- Google Analytics | Google | 2024
- Inbound Sales | HubSpot | 2023
- Strategic Marketing | La Sabana University| 2023
- Branding | NOGMA| 2023