

LAURA CATALINA MORENO

MARKETING SPECIALIST | DIGITAL CAMPAIGNS | CONTENT AND PROJECT COORDINATION

Jersey City, NJ | 201-589-9047 | catalinamorenocor@gmail.com

linkedin.com/in/lcatalinamoreno | lauracatalinam.com

PROFESSIONAL SUMMARY

Marketing specialist with experience coordinating integrated organic and paid campaigns across web, email, social media, and content channels. Combines hands-on execution, performance analysis, and project management to move initiatives from planning through launch while keeping stakeholders, assets, and timelines aligned.

PROFESSIONAL EXPERIENCE

Marketing Specialist

May 2026 - Present

Porcelain Source | Roseland, NJ

- Lead day-to-day digital marketing execution across website, email, social media, content development, and campaign reporting for a premium architectural surfaces brand.
- Manage content, SEO, and UX across 15 key Squarespace pages, including home, collection, contact, and product pages, using custom code; during the May-September 2026 reporting period, the site recorded 10.4K visits (+92% YoY), 31.3K pageviews (+89%), and 43 form submissions (+153%).
- Built and launched the company's email marketing program in Brevo, creating the newsletter framework, opt-in forms, subscriber workflows, list-hygiene process, and first campaign.
- Plan and execute organic and paid social across Instagram and Facebook, managing a Notion editorial calendar and launching Meta Ads Manager campaigns with Traffic and Engagement objectives, audience targeting, placements, creative, and performance monitoring; separately, the latest 28-day organic period generated 4.2K Instagram views and 1.6K Facebook views.
- Coordinate external partners on Google Performance Max, analytics, and website development, translating priorities and performance insights into content, creative, and implementation updates.

Graduate Assistant - Marketing and Operations

Sep 2024 - Dec 2025

St. Francis College | Brooklyn, NY

- Built a centralized Notion workflow with editorial calendars and approval stages to coordinate multi-platform campaigns and cross-department deliverables.
- Automated Excel workflows to clean, standardize, and consolidate 10,000+ prospective student records, improving data accuracy and reporting readiness.
- Developed audience-specific email workflows and Brevo templates while coordinating institutional events, campaign timelines, and stakeholder follow-up.

User Success Consultant

May 2023 - Jan 2024

Slang | Bogota, Colombia

- Managed onboarding and engagement for 9+ B2B enterprise accounts, delivering software training and live Q&A webinars to support product adoption.
- Created lifecycle email sequences in SendGrid and monitored engagement and retention KPIs in Metabase and Excel.
- Coordinated the trial-user journey across educational touchpoints and follow-up communications, translating product questions into clear, user-focused guidance.

EDUCATION

Master's in Management, concentration in Project Management

Dec 2025

St. Francis College | Brooklyn, NY | GPA 3.8/4.0

BS in Marketing and International Business

Feb 2023

Sergio Arboleda University | Bogota, Colombia

SKILLS

Marketing: Integrated Campaign Coordination | Paid Social Advertising | Meta Campaign Management | Content Marketing | Email Marketing | Social Media Management | Website and CMS Management | SEO | Copywriting | Campaign Reporting

Operations: Editorial Calendars | Creative Asset Coordination | Project Management | Cross-functional Coordination | Data Management

Tools: Squarespace | Brevo | Notion | Canva | Meta Ads Manager | Meta Business Suite | Google Analytics | Google Tag Manager | Excel | SendGrid | Metabase | CapCut

Languages: English | Spanish