



DESIGNER. WRITER. NERD.

ncasimiro10@gmail.com +1 (401) 225-6593

HIGHLIGHTS

- Websites Launched**
 7
- Eblasts Distributed**
 460+
- Web Pages Built**
 985+

DIGITAL MARKETING PROGRESSION

- AUG 2018**
 - Achieved Privacy Shield Certification**
 While compliant in May for the GDPR deadline, in August my company successfully became Privacy Shield certified by the United States Department of Commerce, in great part due to my team's web efforts.
- JUN 2018**
 - Implemented CoSchedule Content Calendar**
 Built out, customized and migrated the Marketing department to a combined content calendar and project management platform.
- OCT 2017**
 - Implemented Act-On Marketing Automation**
 Worked with the Product department to integrate new marketing automation technology with proprietary CRM. Automated various communications and segments and implemented a robust lead scoring system.
- SEP 2017**
 - Launched Fourth Company Website**
 Launched a new website for the company's annual users conference, the Simpleview Summit.
- APR 2017**
 - Launched Mobile App**
 Launched the company's first mobile app, The Simpleview Summit app for the 12th annual conference.
- NOV 2016**
 - Promoted to Digital Marketing Strategist**
 Launched a new website for the company's sub-brand, Destination Travel Network.
- JUL 2014**
 - Launched Website Redesign**
 Migrated all content from previous site and improved the experience for current and prospective clients.
- MAY 2014**
 - Became Content Coordinator at Simpleview**
 Executed all marketing email communications, websites and social media content for the brand.
- AUG 2013**
 - Managed WICN Website**
 As an intern, I mastered Drupal CMS and solely managed the not-for-profit radio station's website.

STATEMENT

As a Digital Marketing Strategist, I live and breathe the online customer journey, through all of its stages:

As a researcher, I focus on data-driven strategies that incorporate search engine and conversion rate optimization.

As a content creator, I tell rich, engaging stories through web content, social media, content curation and blog posts.

As a promoter, I amplify the reach of content through email marketing, social media advertising and retargeting.

And as an analyst, I test and measure the success of content and user experience against quantifiable metrics via A/B and multivariate testing, lead scoring and reporting.

LAUNCHED SITES

- 2017 | simpleviewsummit.com
- 2017 | destinationtravelnetwork.com
- 2017 | drkaseyjohnson.com
- 2017 | mysocialmedium.com
- 2016 | visitapps.com
- 2016 | natecasimiro.com
- 2014 | simpleviewinc.com

PROFILES

- WordPress**
www.natecasimiro.com
- LinkedIn**
www.linkedin.com/in/ncasimiro
- Skype**
[ncasimiro10](https://www.skype.com/people/ncasimiro10)



EXPERIENCE

SIMPLEVIEW / MAY 2014 - PRESENT

Digital Marketing Strategist in Tucson, AZ: Plan, execute and analyze communications and marketing initiatives, including email distribution, marketing automation, content marketing and more.

- Manage and maintain four company websites
- Implement and expand marketing automation strategy
- Monitor analytics and identify content gaps and opportunities
- Plan, schedule and support over 30 webinars a year
- Coordinate over 80 presentations for annual company conference
- Maintain extensive content library for both internal and external use

FREELANCE / JAN 2014 - PRESENT

Freelancer in Tucson, AZ: Have tackled a number of projects, from presentation decks to Wordpress websites, for new business owners.

- Acquire hosting and domain for clients
- Establish sitemap plan and content strategy
- Build website in CMS, create assets, and optimize for search engines

WICN PUBLIC RADIO / SEP 2013 - JUN 2014

Marketing Intern in Worcester, MA: Collected, created and published website content. Created digital and print advertisements.

- Uploaded weekly radio show descriptions to website
- Built and distributed weekly newsletter
- Assisted in member fundraising initiatives

CITY YEAR LOS ANGELES / AUG 2009 - JUN 2010

Corps Member in Los Angeles, CA: Served over 1,900 hours of community service as a full-time tutor and mentor to inner-city students.

EDUCATION

BACHELOR OF ARTS IN INTERACTIVE MEDIA / AUG 2010 - MAY 2014

Becker College in Worcester, MA: Concentration in computer application design, encompassing traditional and graphic design, writing and basic HTML programming.

RECOGNITIONS

ADDY AWARD / 2017

The American Advertising Federation of Tucson: Awarded for the print piece "Which Destination Marketer Are You?" created for an industry trade show.

PROFICIENCIES

Email Marketing	
Social Media	
Lead Nurturing/Gen	
Multivariate Testing/CRO	
Content Creation	
Inbound Marketing	
Marketing Automation	
Graphic Design	
Copywriting	
Web Analytics	
Adobe Illustrator	
Adobe Photoshop	
Adobe InDesign	
Basic HTML	
Basic CSS	
Compliance (GDPR, CASL)	
Emerging Technologies	
SEO Best Practices	
Usability Testing	
Data Visualization	

REFERENCES

Harmony Hays

Vice President of Marketing
Southwest Strings
Cherrybell Stravenue, Tucson, AZ 85713
+1 (520) 449-9401
harmonyhays@gmail.com

Lynsey Brewer

Proposal Analyst
Raytheon
Hermans Road, Tucson, AZ 85756
+1 (520) 230-0754
lynseywvu@gmail.com