



DESIGNER. WRITER. NERD.

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Websites Launched

9



Unique Emails Distributed

500+



Webpages Built

1750+



DIGITAL MARKETING ACHIEVEMENTS

- OCT 2020

● **Launched 500+ On-demand Microsites**
Created more than 500 microsites for individual clients with custom, on-demand training recommendations.
- APR 2019

● **Launched Massive Company Website Redesign**
Combined multiple acquisition websites into one user-friendly website, similar in scale to Adobe.
- JAN 2019

● **Promoted to Marketing Operations Manager**
Balanced GDPR compliance while reducing visitor friction and achieved Privacy Shield certification.
- JUN 2018

● **Implemented Major Content Calendar Platform**
Migrated the Marketing department to a combined content calendar and project management platform.
- OCT 2017

● **Implemented CRM/Marketing Automation Integration**
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 revenue generation service within the company.
- JUL 2014

● **Launched Website Redesign**
Migrated content from previous site and improved the user experience for current and prospective clients.
- MAY 2014

● **Became Content Coordinator for Web Company**
Executed all marketing email communications, website and social media content for the brand.
- AUG 2013

● **Managed Radio Station Website**
As an intern, I mastered Drupal CMS and solely managed the not-for-profit radio station's website and show schedule.

STATEMENT

As a Strategic Communications Specialist, I live and breathe internal and external content and communications.

Clear & Concise | Each communication platform comes with its own set of rules, but one thing remains consistent—the need to be clear and concise in our messaging.

Engagement | Our audiences are not captive; it is crucial to craft content that respects and enables each other to engage in an time when everyone's voice has a place to be heard.

Authenticity | Consumers demand it. We must mean what we say and embody that message once it's said. Anything less will be dispelled in an instance.

LAUNCHED SITES

- 2020 | [divergeweb.com](#)
- 2020 | [greggioia.com](#)
- 2020 | [nat1presents.com](#)
- 2019 | [simpleviewinc.com](#)
- 2017 | [simpleviewsummit.com](#)
- 2017 | [dtnads.com](#)
- 2017 | [drkaseyjohnson.com](#)
- 2016 | [visitapps.com](#)
- 2016 | [natecasimiro.com](#)

PROFILES

-  **WordPress**
[natecasimiro.com](#)
-  **LinkedIn**
[linkedin.com/in/ncasimiro](#)
-  **Skype**
[ncasimiro10](#)



EXPERIENCE

ARIZONA ARMY NATIONAL GUARD / JUL 2019 - PRESENT

Specialist, Multichannel Transmission Systems Operator: Maintain assigned equipment, vehicles, security devices and power generators and isolate faults.

SIMPLEVIEW / MAY 2014 - JAN 2021

Marketing Operations Manager in Tucson, AZ: Planned, executed and analyzed communications and marketing initiatives, including email distribution, marketing automation, content marketing and more.

- Managed and maintained numerous company websites
- Implemented and expanded marketing automation strategy
- Monitored analytics and identified content gaps and opportunities
- Planned, scheduled and supported more than 30 webinars a year
- Coordinated more than 80 presentations for annual company conference
- Maintained extensive content library for both internal and external use

FREELANCE / JAN 2014 - PRESENT

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

- Acquire hosting and domain for clients
- Establish sitemap plan and content strategy
- Build Wordpress website, 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	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Social Media	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Lead Nurturing/Gen	<div style="width: 90%;"><div style="width: 90%;"></div></div>
Multivariate Testing/CRO	<div style="width: 85%;"><div style="width: 85%;"></div></div>
Content Creation	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Inbound Marketing	<div style="width: 95%;"><div style="width: 95%;"></div></div>
Marketing Automation	<div style="width: 90%;"><div style="width: 90%;"></div></div>
Graphic Design	<div style="width: 95%;"><div style="width: 95%;"></div></div>
Copywriting	<div style="width: 70%;"><div style="width: 70%;"></div></div>
Web Analytics	<div style="width: 90%;"><div style="width: 90%;"></div></div>
Adobe Illustrator	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Adobe Photoshop	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Adobe InDesign	<div style="width: 95%;"><div style="width: 95%;"></div></div>
Basic HTML	<div style="width: 90%;"><div style="width: 90%;"></div></div>
Basic CSS	<div style="width: 85%;"><div style="width: 85%;"></div></div>
Compliance (GDPR, CASL)	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Emerging Technologies	<div style="width: 75%;"><div style="width: 75%;"></div></div>
SEO Best Practices	<div style="width: 90%;"><div style="width: 90%;"></div></div>
Usability Testing	<div style="width: 85%;"><div style="width: 85%;"></div></div>
Data Visualization	<div style="width: 95%;"><div style="width: 95%;"></div></div>

REFERENCES

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