

Eriza Saenz

Social Media Marketer | Digital Solutions | User-Centric | Product Marketer
206-665-3310 | erizasenz7@gmail.com | www.linkedin.com/in/erizasenz

EDUCATION

The University of Washington

Seattle, WA

M.D in Communication in Digital Media | Audience Choice Award | 3.96 GPA

09/2023 – 12/2024

Course Highlights: Product Content Strategy, Advanced UX, Building Visual Campaigns, Product Equity & Inclusive Design, Content Marketing, UX Research

The University of Texas at San Antonio

San Antonio, TX

B.B.A in Marketing | Delta Sigma Pi | 3.7 GPA

09/2017 – 5/2021

Certifications: Google Analytics & Ad Search, Digital Marketing, Ad Campaigns

EXPERIENCE

T & E Treasures | Small-Medium Business, SMB

Remote

E-Commerce & Brand Marketing Manager | Freelance

05/2024 – 11/2024

- Applied growth marketing strategies to develop and execute data-driven digital campaigns, increasing digital engagement by 132% and driving a 40% increase in site traffic.
- Led 360° marketing campaigns, incorporating social media, influencer partnerships, paid ads, and content marketing, optimizing brand visibility and conversion.
- Directed an eCommerce UX/UI redesign, leveraging customer journey mapping and A/B testing, which reduced bounce rates by 25% and improved customer retention.
- Provided weekly performance reports, utilizing Google Analytics and social media insights to optimize campaign strategies and align with business goals.

Amazon Groceries | Graduate Program

Seattle, WA

User Research | UX & AI Solutions

09/2024 - 12/2024

- Led market research and usability testing, utilizing user testings and user behavior analysis to refine solutions.
- Partnered with UX and engineering teams to implement data-backed product improvements, increasing conversion rates and optimizing user experience and delivered the presentation using data visualization and business impact storytelling.

Tower 28 Beauty | Graduate Program

Seattle, WA

Product Marketing | Inclusive Beauty & GTM Strategy

02/2024 – 05/2024

- Spearheaded a data-driven product marketing campaign, applying market research and audience segmentation to expand shade offerings by 177%, strengthening brand equity.
- Conducted competitive analysis and consumer research, refining brand positioning and optimizing messaging strategies for diverse audiences.
- Developed a comprehensive product brief, aligning brand storytelling, influencer marketing, and content strategy to enhance consumer engagement.

EXP Realty | Jose Mejia Team

Remote

Email and Social Media Marketer | Contract

09/2021 – 11/2021

- Designed and executed high-converting email and social media campaigns, leveraging automation and audience segmentation to boost engagement by 300-1300%.
- Applied A/B testing and data-driven messaging optimization, increasing lead conversion and customer retention.

Lifewire | Non-profit for DV Survivors

Seattle, WA

Content Marketing Strategist | Graduate Program

09/2024 – 12/2024

- Developed engaging content marketing strategies, social impact storytelling, and digital media to drive volunteer engagement and community activation.
- Created purpose-driven content, ensuring alignment with organizational mission and utilizing multi-channel marketing for broader outreach.

SKILLS

Product Marketing & Brand Management: Content Marketing, Social Media Strategy, Campaign Management, Brand Positioning, Go-to-Market Strategy, Audience Segmentation & Customer Insights, Product Launch & Lifecycle Management
Performance & Digital: A/B Testing, SEO/SEM, Paid Media, Conversion Optimization, Market Research, KPI, SEO/SEM
Tools & Design: Google Ads, Meta Business Suite, Mailchimp, Hubspot, Wordpress, Slack, Notion, Adobe Creative Suite, Canva, Figma, Social Media, Email Marketing, Microsoft Office Suite