

# Norma Vazquez

normapvazq@gmail.com | normavazquez.com | linkedin.com/in/normapvazq/ | 760-534-4043

## SKILLS

---

**Software:** Marketo, Salesforce, Tableau, HubSpot, Litmus, Oracle Eloqua, Constant Contact, Adobe Campaign, Workfront, Adobe DreamWeaver, Adobe Spark, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Final Cut Pro

**Tools:** HTML, CSS, WordPress, Trello, JIRA, Postoplan, ClickUp, Monday.com, AWS S3, Google Ads, Google Analytics, Google Tag Manager

**Specialties:** Social Media Marketing, Email Marketing, Digital Marketing, Project Management, Photography

## WORK EXPERIENCE

---

### Pluralsight

Remote

*B2C Lifecycle Marketing Specialist*

*May 2022 – December 2022*

- Successfully orchestrated email marketing campaigns that reached over 275,000 customers weekly, promoting subscription benefits and driving retention and acquisition by offering discounted premium subscriptions.
- Coordinated follow-up emails to non-openers of promotional campaigns, resulting in a 96,000 increase in email opens on average.
- Conducted A/B tests to optimize subject lines, send dates, and send times, resulting in a 3% increase in email open rates and a 35% increase in engagement.
- Leveraged advanced filtering capabilities on Marketo to create targeted send lists for promotional emails, improving relevance and resulting in a 0.03% unsubscription rate.
- Innovated on referral program strategy by integrating it into newsletters and promotional emails and incorporating customer success stories, resulting in improved referral rates.
- Authored regular reports for key stakeholders, highlighting renewal rates, upcoming campaigns, and key learnings to drive data-driven decision making.

### Paciolan

Irvine, CA

*Marketing Automation Specialist*

*January 2022 – April 2022*

- Led the successful migration of over 15 university athletic clients from Adobe Campaign to Oracle Eloqua, resulting in improved email marketing efficiency and user experience.
- Developed foundational assets including IP warming emails, cart abandonment campaigns, and welcome new purchaser campaigns for over 20 clients, resulting in a significant increase in opt-in subscribers.
- Presented the benefits and capabilities of Oracle Eloqua to over 400 event centers and university athletics at the annual PACnet conference, demonstrating expertise in the field.

### Daily Titan

Fullerton, CA

*Marketing Coordinator Intern*

*August 2021 – December 2021*

- Coordinated a diverse range of digital marketing campaigns, including social media posts, newsletters, billboards, and advertisements for high-profile clients such as NFL and Adobe.
- Enhanced client relationships by providing detailed and actionable data on ad performance through post-campaign reports, including metrics such as clicks, impressions, and click-through rates.
- Organized and executed the successful Daily Titan Fest event, which drew in over 1,000 attendees and generated awareness for 10 participating clients.
- Developed visually compelling designs and effective written content that generated an average of 6,000 impressions per creative for clients.

### Instaboost Media

Remote

*Brand Strategist Intern*

*August 2021 – November 2021*

- Designed over 40 visually compelling creatives and written content per week for clients.
- Drove brand visibility and business growth by proactively managing and scheduling advertisement postings for over 7 clients each week using Postoplan.
- Produced high-quality advertisements for last-minute client requests to meet tight deadlines, resulting in being recognized as the go-to resource for the marketing manager.

## EDUCATION

---

**California State University, Fullerton**

Fullerton, CA

*Bachelor of Arts in Communications (specialization in Advertising), Cum Laude*

*December 2021*