

MARTHA I GUZMÁN

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EXECUTIVE ASSISTANT AND SOLUTIONS PROVIDER

I started working online over 20 years ago via online sales, transitioning into full-time freelancing in 2006. Initially specializing in translation, I soon started working on projects involving research, media editing, writing, website development, marketing, and project management.

I particularly excel at urgent projects, as well as those that involve large amounts of data and require complex organizational skills.

My greatest pride is my attitude and ability to connect with my clients. My high empathy allows me to pinpoint their needs succinctly, while remaining objective and focusing on the task at hand.

My deep understanding of different communities has been the foundation of my work in marketing, allowing me to excel in the areas of social media management, content creation, and growth hacking.

I call myself a Solutions Provider because I am not only skilled in a variety of areas, but also, always eager to learn and find new ways to solve the problems that my clients face, so I can best lead them to success.

I am interested in long-term, full-time opportunities with companies that value diversity and inclusion.

Marketing | Content Creation | Internationalization | Strategic Consulting
Project Management | Web Development | Product Design | Customer Success | Virtual Assistance

WORK EXPERIENCE

Freelance Contractor, Remote • Solutions Provider (12/2006–Present)

- Worked with hundreds of clients over 17 years, from solopreneurs to transnational companies.
- Managed as many as 16 simultaneous projects as an individual worker.
Some of my achievements include:
 - Hallmark VIDA: Lead the creation of the Holiday Season Greeting Cards in 2018.
 - MARS Inc.: Worked as part of the Machine Learning team for Whistle, a fitbit for dogs.
 - Conyac, Inc.: Lead the efforts of a 300 people team to develop a language library.
 - Phoenix Online Studios: Translated games *Gabriel Knight: Sins of the Fathers* and *Moebius: Empire Rising*.
 - Andreas Carlsson: (Co-writer of huge pop hits *Bye, Bye, Bye* and *I Want It That Way*). Coordinated the translation of his novel *Dandy* from Swedish to English.
 - Zoo Digital: Subtitled a variety of Disney shows for Netflix in the US market, including three seasons of *Suite Life on Deck*, and *Jessie*.
 - ClientChatLive.com: Provided bilingual customer support to hundreds of clients, as first point of contact for dozens of businesses.
 - Google: Worked for 3 years as part of a contractor team working on the internationalization of information panels on search pages. Personally publishing tens of thousands of results.
 - YouLilCharmer: Increased their following within a week by over 8000 shoppers. Increased their sales by 769% as compared to the previous 6 months.
 - Pibiles Yucafood: Developed an online ads strategy gaining them over 5000 local followers before their opening, still going strong five years on.
- I have also achieved up to 3800% ROI on ads for my personal consultant and marketing services.

Unidad de Desarrollo Integral, León • Education Consultant and Teacher (12/2012–08/2022)

- Developed a custom Distant Learning solution.
- Provide curriculum support for Mathematics and ESL to high school and university students.

Legaria Ediciones • Assistant Editor, Editor (02/1999–01/2005)

- Personally edited over 100 titles, including a series of school dictionaries.
- Worked in translation, acquisition, digitalization, and assembly of physical books.

EDUCATION AND CERTIFICATIONS

- **IBM Skills Network** • IBM Data Science Professional Certificate Expected completion 12/23.
- **Google** • Google Project Management: Professional Certificate Expected completion 12/23.
- **University of Virginia** • Business Strategy Specialization Expected completion 11/23.
- **Microsoft Ads Certification** • Marketing with Purpose 2023
- **Google Digital Garage** • Fundamentals of Digital Marketing 2023
- **Hubspot Certifications** • SEO, Inbound, Frictionless Sales 2023
- **Unidad de Desarrollo Integral, León** • Bachelor's Degree in International Business 2015
- **Universidad de Guadalajara** • Bachelor in Audiovisual Arts (Film) 2007. Partial degree.

SKILLS

Project Management:

- Budgeting. Scheduling. Data Entry, Management, and Analysis. Customer Success. Product Development.
- Project Management and Scheduling Tools (Asana, Monday.com, ClickUp, Trello, Calendly, Google Calendar).

Customer Success:

- Customer Service and Support. First point of contact. Follow-ups. QA and Analysis. FAQ creation. Sales.
- CRM Tools (Hubspot, Salesforce, Zendesk).

Marketing:

- Social Media. SEO. Digital Strategy. Market Research. Inclusive and Purposeful Marketing. Email Marketing. Inbound Marketing. Growth Hacking. Inside Sales. Influencer Marketing. Ads. Ecommerce.
- Social Media (Management suites: Hootsuite, AgoraPulse, Metricool and over 70 platforms).
- Metrics and Advertising Platforms (Google Ads, Google Analytics, Facebook, Instagram, and LinkedIn Ads).
- Marketing Management Suites (Clickfunnels, Kartra, Builderall, Leadpages, MailChimp).
- Ecommerce Systems and Marketplaces (Shopify, Depop, Poshmark, Ebay, Etsy, Magento, Woocommerce).

Internationalization:

- Digital Accessibility. Cultural Sensitivity. Content Localization. Translation. Transnational Marketing.

Content Creation:

- Writing. Proofreading. Publishing. Editing. Video and Audio Creation.
- Microsoft Office. Gsuite.
- Adobe Creative Suite. Canva.
- CMS (Wordpress, Drupal, Joomla).
- AI Platforms (ChatGPT, OpenAI Playground, Midjourney, DaVinci, Custom LLM Builds).

Full-Stack Web Development:

- HTML5. CSS3. Javascript. JS Libraries. PHP. MySQL. Windows and Linux Web Servers. cPanel.

Soft skills:

- Analytical skills. Organization. Adaptability. Attention to detail. Communication. Independence. Negotiation. Empathy. Conflict resolution. Privacy. Self-starting. Problem-solving. Quick learning.

Industries:

- Film, Media, and Gaming
- Retail, Commerce, and Food Service
- Software Development, Internet, and Technology
- Publishing and Education

Languages:

- **English and Spanish:** Bilingual
- **Brazilian Portuguese:** Fluent
- **French, Italian, German, Russian, Swedish:** Intermediate