

DIGITAL MARKETING PORTFOLIO

Veronica Araujo

5 proof-of-impact cases, STARR method

Strategy, content, and AI-driven execution that turn attention into measurable results — for wellness, education, B2B, and DTC brands.



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About me

Strategy backed by data. Creativity with purpose.

I'm a digital marketing specialist with 7+ years of experience leading full-funnel strategies for wellness, education, B2B, and DTC brands. I combine analytical thinking with brand storytelling to produce campaigns that move real business metrics — not just vanity metrics.

I've managed multi-client portfolios as an independent consultant and co-founder of my own agency, alongside in-house roles in marketing and CRM. Bilingual (EN/ES), AMA-certified, with a degree in Public Relations, Advertising & Communications (FIU).

CREDENTIALS

- 7+ years in digital marketing
- Digital Marketing Pro — AMA + Digital Marketing Institute
- B.A. Public Relations, Advertising & Communications — FIU
- Google Analytics Individual Qualification
- HubSpot Inbound Certification
- Bilingual: English (fluent) · Spanish (native)
- Upwork Top Rated Plus · 100% Job Success

Impact at a glance

Results behind every case

+210%

LinkedIn-driven website traffic in a single month for an executive search firm

+81%

Increase in page views over that same one-month period

+70%

Website clicks from an executive content sequence (CEO + VP) over 5 months

108

LinkedIn posts published, sustaining 10K-18K monthly impressions

4%

Engagement rate achieved in 6 months — double the platform benchmark

3 years

Scaling a founder-led DTC brand from zero to a multichannel ecommerce business

Flowfy AI — One Partner, Six Different Businesses

S

SITUATION

A tattoo artist, a carpet cleaning company, a real estate agent, a real estate broker, a doula, and an IT company all needed a hands-on marketing partner who could own strategy end-to-end, not just execute isolated tasks.

T

TASK

As the client-facing lead at Flowfy AI, own every relationship directly: communication strategy, branding, landing page copywriting, performance reporting, and outreach to new clients across the full portfolio.

A

ACTION

Ran every owner conversation myself; wrote landing page copy and brand positioning tailored to each industry; analyzed campaign metrics and built recurring dashboards and PPT reports; sourced and pitched new clients through outreach.

R

RESULT

Cut dashboard, report, and landing page turnaround from days to hours by building AI-assisted systems — letting me manage six very different client relationships personally without sacrificing response time or reporting quality.

R

RELEVANCE

Shows the full stack of a marketing lead role — client ownership, brand strategy, copywriting, analytics, and business development — across industries as different as home services, real estate, and wellness.

KEY RESULT

**Days →
Hours**

Turnaround time for dashboards, reports, and landing pages across a six-industry client portfolio, after building AI-assisted systems

LinkedIn Content for an Executive Search Firm

S

SITUATION

An executive search firm had deep industry expertise but almost no LinkedIn presence, missing traffic and pipeline on the channel where its buyers spend ~40 minutes a day.

T

TASK

Turn the firm's expertise into content that built market authority and drove measurable website traffic within one month.

A

ACTION

Mapped content pillars around the firm's positioning, built a posting roadmap and cadence, and published consistent LinkedIn content with monthly performance tracking.

R

RESULT

Tripled LinkedIn-driven website traffic (+210%) and drove an 81% increase in page views, in a single month.

R

RELEVANCE

Proof that a disciplined, measured content strategy converts attention into real traffic for a brand — fast, and without relying on paid media.

KEY RESULT

+210%

LinkedIn-driven website traffic (31 → 96 monthly visitors) in a single month of consistent content

LinkedIn Sequence for a CEO + VP

S

SITUATION

A CEO and VP leadership team wanted to build thought leadership on LinkedIn to support business development, without a coordinated strategy across both voices.

T

TASK

Design and run a multi-voice LinkedIn content sequence aligned to the company's business goals.

A

ACTION

Mapped distinct content pillars for each executive, coordinated posting cadence, and optimized monthly based on impressions, engagement, and lead quality.

R

RESULT

+70% website clicks directly attributable to the LinkedIn sequence, sustained over 5 months.

R

RELEVANCE

Shows the ability to manage content programs across multiple executive stakeholders, not just a single founder voice.

KEY RESULT

+70%

Website clicks attributable to the content sequence, sustained over 5 months

Maple Bear USA — Franchises in Motion

S

SITUATION

The franchise network was growing, but new owners didn't know how to run CRM or paid ads, and the brand needed consistent visibility across multiple markets.

T

TASK

As Marketing Analyst, lead multichannel campaigns (social, email, web) and train franchise owners to run local marketing independently.

A

ACTION

Ran cross-channel awareness campaigns; used Google Analytics and SEO research to improve conversion and organic rankings; designed CRM and ad-strategy training.

R

RESULT

Lifted brand awareness, improved organic rankings and conversion, and got franchisees running consistent, on-brand local marketing — reducing reliance on the corporate team.

R

RELEVANCE

Combines hands-on execution with the ability to train and scale teams — key for roles that demand both tactical marketing and process leadership.

KEY RESULT

3 channels

Social, email, and web unified under one awareness strategy, plus CRM and ad-strategy training for every new franchisee

Mindfoodness Tea — Building a Brand From Zero

S

SITUATION

Launch a new herbal tea brand with no existing audience or sales history, in a crowded wellness/DTC market.

T

TASK

As founder, build a full-funnel ecommerce strategy from scratch to drive traffic, conversion, and repeat purchase.

A

ACTION

Optimized listings with keyword research, copy, and imagery; ran Meta Ads campaigns using audience data; repositioned messaging after learning my buyer persona wasn't myself.

R

RESULT

Scaled the brand from zero to a multichannel ecommerce business sustained over 3 years, with improved Meta Ads ROI after the messaging shift.

R

RELEVANCE

An end-to-end view of ecommerce — acquisition, conversion, retention — plus the humility to correct strategy based on real customer data instead of assumptions.

KEY RESULT

3 years

Scaling a founder-led DTC brand into a multichannel ecommerce business across Etsy and Shopify

Let's work together

If you're looking for someone who blends strategy, creativity, and AI-driven execution to move real business metrics, let's talk.

- **EMAIL** veromarketerstudio@gmail.com
- **WEBSITE** veromarketerstudio.com
- **LINKEDIN** linkedin.com/in/veromarketer
- **UPWORK** Top Rated Plus · 100% Job Success