

# Maycie Elizabeth Rosado

Remote • mros2044@gmail.com • Trilingual: English, Spanish & French

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## PROFESSIONAL SUMMARY

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Multilingual Digital Strategist and Marketing Manager with 4+ years of experience driving cross-functional campaigns, website projects, and data-driven growth initiatives across global markets. Skilled at managing multiple client accounts simultaneously, coordinating complex projects from strategy through delivery, and turning ambiguous priorities into clear, measurable action. Combines strong analytical instincts with creative execution, equally comfortable building a content strategy, optimizing an SEO roadmap, or launching a new website. Fluent in English, Spanish, and French.

## EXPERIENCE

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### Digital SpiceRemote

#### Digital Strategist & Account Manager *June 2024 – Present*

- Manage 8+ client accounts as primary strategic partner, overseeing the full digital lifecycle, from discovery, strategy, and campaign planning through execution, QA, and ongoing performance optimization.
- **Project & Website Management:** Led simultaneous planning, design coordination, and client acceptance phases for up to four website projects at once, successfully launching nine new websites within a five-month period through rigorous roadmap management and cross-team alignment.
- Collaborated with design and development teams to shape site structure, content layout, and user experience, translating client goals into actionable briefs and performing final quality checks before every launch.
- Designed and executed high-volume HubSpot email marketing campaigns, managing list segmentation, content development, deployment scheduling, and post-send performance analysis across diverse client industries.
- Conducted competitive research using Ahrefs and Similarweb to inform SEO strategy, content planning, and campaign segmentation, delivering structured insights that shaped client roadmaps.
- Increased LinkedIn engagement for key accounts by an average of 24.46% through audience-specific content strategies and platform-optimized distribution.
- Mentored junior team members and freelance collaborators on campaign workflows, brand standards, and delivery processes, fostering consistency and quality across all accounts.
- Maintained compliance documentation (Privacy Policies, Terms & Conditions) for client websites, ensuring accuracy and alignment with global data governance standards.

### Saint Louis University Madrid, ES

#### Marketing Assistant *January 2020 – May 2023*

- Developed and executed integrated social media campaigns across Instagram, Twitter, Facebook, LinkedIn, and TikTok to drive student enrollment, coordinating content calendars and cross-departmental approvals.
- Managed a team of 6 student assistants through a departmental transition, delegating responsibilities, setting delivery timelines, and maintaining consistent content output throughout the change.
- Conducted audience research and performance analysis to produce data-driven recommendations that improved content targeting and campaign effectiveness across multiple markets.
- Produced multilingual-ready content communicating the university's value proposition to international prospective students and families across digital channels.

### Entrepreneurship Club Madrid, ES

#### Community Manager *May 2022 – May 2023*

- Grew the club's Instagram and LinkedIn presence through content strategy and community engagement, increasing membership interest and driving participation in club events.
- Coordinated content planning and stakeholder communication to promote activities, resources, and initiatives to a professional and student audience.

## EDUCATION

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**ESIC Business and Marketing School** Madrid, ES

**Master's, Marketing Management** July 2024

*Thesis: Developed and presented an executive go-to-market plan for launching a new YETI product in an international market, covering brand positioning, channel strategy, localization, and campaign execution.*

**Saint Louis University** Madrid, ES

**B.A., Political Science – International Relations** May 2023

*Marketing concentration through coursework and hands-on practicum role. Elected Student Government Vice President; Community Manager for Entrepreneurship Club.*

## SKILLS & TOOLS

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**Marketing & Strategy:** Campaign strategy, content marketing, email marketing, SEO, inbound strategy, social media, go-to-market planning

**Project Management:** Website launches, cross-functional coordination, roadmap planning, QA, client account management

**Tools & Platforms:** HubSpot, Ahrefs, Similarweb, Google Analytics, WordPress, Figma, Canva, Trello, Monday.com

**Languages:** English (Native) · Spanish (Fluent) · French (Fluent) · Portuguese (Beginner)

**Core Competencies:** Cross-functional collaboration, analytical reporting, stakeholder communication, creative problem-solving, attention to detail