

# ANA SANTOS

## Digital Content Coordinator | Social Media & E-commerce

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### SUMMARY

With over 2 years of experience in digital marketing, I possess comprehensive skills in CMS, website optimization, content creation, social media management, and CRM. I am currently excelling as a Digital Content Coordinator - Social Media and E-commerce at M&P O'Sullivan.

### EXPERIENCE

**Digital Content Coordinator (Social Media & E-commerce)**  
M&P O'Sullivan - Wholesaler    📍 Cork, IE    📅 04/2023 - Present

**Digital Campaign Execution:** Collaborated on executing and scheduling all tactical campaign elements, including social media campaigns, email marketing, website updates, advertising, and brand elements.

**Social Media Content Management:** Managed social media to support promotional campaigns and enhance online presence, increase brand awareness and product promotion across various social media platforms.

**Website Optimisation and CMS Administration:** Collaborated with developers participated in user interface (UI) design reviews and user acceptance testing (UAT) for the company's website. Administered the website CMS to ensure regular updates and user-friendly content.

**Product Content Optimisation (data entry):** Developed streamlined workflows for product descriptions, graphics, videos, and specifications, ensuring comprehensive product information availability for customers and sales team.

**Print and Digital Media Management:** Collaborated with the trade team to create product catalogues and print/digital assets for promotional marketing materials. Designed and collaborated with the design team to produce marketing collateral in line with brand guidelines.

**Video Production and Editing:** Produced and edited videos to enhance brand awareness and product promotions on social media, enriching both the brand and audience experience.

**Training and Mentoring:** Designed and conducted training sessions for the marketing team on social media content creation and management. Mentored team members in creating graphic design materials and other departmental activities.

**Cross-Departmental Initiatives:** Worked closely with centre heads and staff leads to develop materials and strategies to improve sales and mindshare. Orchestrated work with stakeholders to meet deadlines and sales targets.

**Brand Management & Administrative Support:** Ensured all marketing efforts aligned with the overall brand strategy and maintained brand consistency across all channels. Handled administrative tasks related to marketing activities, ensuring department files and documents were well-organised and accessible.

### ACHIEVEMENTS

💡 **Website Traffic and Online Sales Boost**  
Integral part of the marketing team that drove a **30% increase in Website Traffic** and a 20% boost in online sales through Innovative content strategies and targeted marketing campaigns

💡 **Streamlined Coordination Processes**  
Developed efficient workflows, implementing comprehensive training programs, and enhancing interdepartmental communication to improve team performance, enabling the execution of **10-12 online campaigns annually**, up from zero previously.

💡 **Enhanced Product Feature Efficiency**  
Managed the **data entry for over 11,000** products on the company's CMS within 3 months.

💡 **Sales growth**  
Integral role in the marketing team **that doubled sales of key products** compared to previous years, achieving a 50% increase.

### SKILLS

#### CMS (CONTENT MANAGEMENT SYSTEMS)

#### SOCIAL MEDIA MANAGEMENT

#### WEBSITE OPTIMISATION

#### DIGITAL CONTENT STRATEGY

#### GRAPHIC DESIGN

#### BRAND MARKETING DIGITAL

#### ADVERTISING

#### EMAIL MARKETING

#### STAKEHOLDER ENGAGEMENT

#### PRODUCT COORDINATION

#### VIDEO CONTENT CREATION

#### SEO

#### PAID AD (META)

#### GOOGLE ADS

## EXPERIENCE

### Digital Marketing Assistant

ByrneLooby - Eng. Consultants 📍 Cork, IE 📅 08/2022- 03/2023

- Managed CMS (HubSpot): Oversaw website management, including content, copy, and graphics.
- Created social media content, including imagery, graphics, and videos.
- Conducted analytics: Analyzed and reported on website and social media performance.
- Assisted in planning, executing, and reporting on internal email campaigns.
- Managed CRM: Handled interactions with customers and potential customers.

## ➔ FREELANCER

### Website Management - Shopify

Ling's Collection 📍 Remote 📅 Dec. 2023

**Objective:** The client requested an update to their website to enable self-management upon project completion.

**Project:** The work involved comprehensive customisation of the Shopify store, including interface design adjustments and the implementation of a new colour scheme. Additionally, the project encompassed reorganising the website's pages for improved user experience, adding and configuring products, optimising navigation for better accessibility, and conducting thorough inventory auditing to ensure accurate product listings. All payment configurations were also reviewed and corrected to resolve previous issues.

**Outcome:** These updates ensured that the client could efficiently manage their online store independently after completion.

**Project's detail:** <https://www.anasantos.info/lings-collection>

### Rebranding, Graphic Design Consultancy, Local SEO, and Website Creation

DS Beauty Aesthetics 📍 Remote 📅 Feb. 2024

**Objective:** The objective was to align DS Beauty Aesthetics' identity with evolving business goals while enhancing its online presence through a new website and local SEO strategies.

**Project:** Facing the need to change their business name from DS Studio to DS Beauty Aesthetics, the client sought consultancy to determine if a rebranding was necessary. Alongside this, they requested the creation of a one-page website to effectively showcase their services. As an additional service, assistance with local SEO was provided, including setting up their Google My Business account.

**Outcome:** The rebranding refreshed DS Beauty Aesthetics' identity, enhancing its appeal in the competitive beauty industry. The new logo and brand identity convey excellence and innovation, complemented by a powerful one-page website for customer engagement. Implementation of local SEO strategies maintains strong online visibility locally.

**Project's detail:** <https://www.anasantos.info/ds-beauty-aesthetics>

## EDUCATION

### MSc in Digital Marketing strategies. MTU (Munster Technological University)

Sept. 2021 – Sept. 2022

### BA in Business Administration. University Nove de Julho

Jan. 2015 – Dec. 2018

## CERTIFICATION

### 🎓 Digital traffic manager/ Media Byer

Completed a comprehensive course on Meta paid ads, covering Business Manager setup, audience targeting, ad creation, and campaign management. Gained experience with various ad formats, budgeting, bidding strategies, and performance optimisation. Learned to analyse and report on campaign metrics.

### 🎓 Marketing: Copywriting for Social Media

The course covered copywriting formulas, leveraging buyer personas, and tailoring content for LinkedIn, Twitter, Facebook, and Instagram. Michaela introduced tools for ensuring readability and error-free content, and provided tips on using feedback and A/B testing to enhance posts.

- [credential](#)

### 🎓 CMS Marketing Certified

Completed HubSpot Academy's Content for Marketers Certification Course, focusing on optimising website performance using Content Hub. Explored user experience, design principles, and SEO strategies to attract and convert visitors. Also gained insights into integrating HubSpot CRM with Content Hub for personalised website experiences.

- [credential](#)

### 🎓 SEO Foundations

Explored the fundamentals of SEO, including interpreting search engine results and understanding their impact on businesses. Learnt foundational optimisation strategies such as keyword research, link building, and content optimisation. Also gained insights into measuring SEO success, planning long-term strategies, and implementing SEO techniques tailored for ecommerce, local search, and mobile audiences to enhance online presence.

- [credential](#)