

LARA MATALLANA

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 [LinkedIn](#) |  [Portfolio](#)

Marketing Manager, Digital Marketing Manager, Growth Manager, Strategy Lead

PROFESSIONAL SUMMARY

Marketing Manager & Digital Strategist with 7+ years of experience aligning creative execution with data-driven marketing strategy to drive measurable business outcomes. While currently holding a creative leadership role, I approach design as a strategic tool—ensuring every visual decision supports audience insights, funnel objectives, and performance goals across multi-channel campaigns.

CORE COMPETENCIES

- Marketing Strategy & Growth
- Paid Media (Meta, Google, LinkedIn)
- Full-Funnel Campaign Management
- Performance Optimization & Analytics
- SEO, CRO & Email Marketing
- Budget Management & ROI Analysis
- Cross-functional Leadership
- Design & Creative think

PROFESSIONAL EXPERIENCE

Digital - Art Director

Mindshape — Toronto, ON (hybrid)

April 2025 – Present

- Partner with Digital, Studio and Account teams to translate business objectives into performance-informed creative and digital campaign frameworks.
- Support paid media and social strategies by aligning creative outputs with audience insights, platform best practices, and funnel objectives.
- Contribute to campaign planning by ensuring creative execution supports engagement, conversion, and brand KPIs.

- Collaborate cross-functionally to optimize digital experiences across web, email, and paid channels.

Marketing Manager

Tochee Tech — Toronto, ON (remote)

Jan 2022 – April 2025

- Led multi-channel marketing strategies across paid media, SEO, content, and email, driving consistent brand growth and measurable ROI.
- Increased client ROI by **13%** through data-driven campaign optimization and audience segmentation.
- Managed full-funnel campaigns on Meta, Google, and LinkedIn, reducing CPA by **52%**.
- Developed performance dashboards and reporting frameworks to inform strategic decisions and budget allocation.
- Collaborated with creative and sales teams to align messaging, funnels, and conversion goals.

Social Media & Marketing Specialist

Seneca Polytechnic — Toronto, ON (remote)

Feb 2024 – April 2025

- Increased brand recognition by **67%** through improved reach, platform optimization, and content strategy.
- Boosted engagement rates by **45%** by refining audience targeting and content performance analysis.
- Led data-informed content planning for TikTok and Instagram, resulting in multiple viral posts with up to **4M views**.
- Optimized internal marketing workflows using Notion, reducing campaign execution time by **30%**.

Founder & Marketing Strategist (Hybrid)

Latinos Toronto

2023 – Present

- Built and scaled a niche community platform serving Latin audiences and businesses in Toronto.
- Grew (Organic) Instagram account to **40K+ followers** and **5M+ monthly views** through audience-led growth strategies.
- Developed partnership and collaboration frameworks that increased brand visibility and engagement for local businesses.
- Leveraged performance insights to refine content strategy, monetization opportunities, and community growth.

Marketing & Content Strategist (Freelance)

Paula Inc — Toronto, ON

Nov 2023 – Present

- Developed and executed email marketing strategies via HubSpot, increasing open rates by **15%**.
- Improved website traffic by **25%** through SEO-optimized content and campaign landing pages.
- Supported campaign strategy development by aligning messaging, content, and conversion goals.

Digital Marketing & Website Coordinator (In - Person)

Marla's Fashion — Toronto, ON

Jan 2022 – Aug 2023

- Improved SEO rankings from page 3 to page 1 for key commercial keywords.
- Increased email engagement by **21%** through segmentation and campaign optimization.
- Optimized Shopify site performance and conversion rates from **1.8% to 3.2%**.
- Supported paid and organic social initiatives through performance-informed content planning.

CANADIAN EDUCATION

-  Seneca Polytechnic (2023 – April 2025) – Ontario College Diploma in Creative Advertising
-  Tamwood College (2022 – 2023) – Diploma in Digital Marketing

TECHNICAL SKILLS

Social Media Strategy (Instagram, TikTok, LinkedIn, Meta Ads)
Email Marketing & Automation (HubSpot, Mailchimp, Klavyo)
SEO & Web Analytics (Google Analytics, SEMrush, Hotjar)
Creative Design (Photoshop, Illustrator, InDesign, Canva, Capcut)
Project Management Tools (Notion, Monday, Trello)