

Nadia Roldan

Digital marketing strategist

Contact



514 265-8538



nadia.roldan@gmail.com



2777 rue Frégault, Laval. QC. H7T 0C4



nadia-roldan

About Me

I'm a versatile and creative communicator with extensive experience in branding, digital marketing, account management and project management. I'm a lifelong learner whose best attributes are adapting to change and lead with empathy. My career has taken me through various roles, with digital marketing and managing innovative digital projects being where I shine the most.

Skills

- Digital marketing
- Project management
- Account management
- Analytical thinking
- Customer relationship management
- Branding
- Website and Email marketing integration
- Fluent in English, French and Spanish

Experience

Account manager SPIRIA

2022-2024

In this role, I served as the primary point of contact for project communication and coordination across a portfolio of over 20 client accounts. I led teams of developers and designers to deliver high-quality digital solutions in various industry sectors. My principal mandate was to establish and maintain strong client relationships, understand their needs, and translate them into customized service offerings. By proposing additional services to existing clients, I increased account revenues by 10%. I also negotiated contract terms, and pricing models, and drafted and presented service proposals. Additionally, I implemented CRM software to streamline client management processes and optimize the sales funnel.

Digital project manager SPIRIA

2021-2022

I led the planning, execution, and delivery of complex software development projects, meticulously tracking project costs, resources, and timelines. I implemented Agile methodologies to enhance project efficiency and adaptability to changing client needs. Additionally, I fostered a collaborative team environment, encouraging knowledge sharing and skill development. Some of my significant accomplishments include leading the creative and development teams in revamping a robust e-commerce platform for Furnitures de bureau Denis, developing a custom client relationship platform and mobile app for Tornatech, and creating a user-oriented services platform for Société de Transports de l'Outaouais (STO).

Digital project manager SOLOCOM

2020-2021

In this role, I supervised the development and implementation of digital projects such as websites, mobile apps, and e-commerce platforms. I also managed the design, integration, distribution, and reporting of email marketing campaigns. Additionally, I integrated and updated websites while implementing SEO best practices. I also designed user flows, website navigation flowcharts for complex website redesigns, wireframes, SEO content guidelines and mockups. Leading a team of developers, content creators, and web designers, I ensured the successful production of digital projects. Some of the clients I worked with during this time included Laforge, IMS, and Attestra, among others.

Digital project manager dada

2019-2020

In addition to coordinating and executing digital marketing campaigns, I collaborated with clients and vendors to monitor campaign performance and analytics. I also managed social media content calendars. I integrated and updated websites, optimizing SEO and site performance. Additionally, I conducted market research and competitive analysis to identify trends and opportunities for innovation. Some of the clients I worked with during this time include Bota Bota Spa-sur-l'eau, Voyages Traditours, and Bloome, among others.

Nadia Roldan

Digital marketing strategist

Education

- **Digital Marketing Certificate**
Cornell University
2019-2020
- **D.E.S.S. Communication marketing**
HEC Montréal
2012-2017
- **Bachelor's Degree in Graphic Design**
Universidad de las Américas, Puebla
1997-2001

Additional Certifications

- **Google Digital Marketing & E-commerce Professional Certificate**
Google Career Certificates
In progress
- **JIRA Software for Scrum and Kanban**
Adaptivist
Issued Jan 2022
- **Build an effective digital strategy**
Infopresse
Issued Jan 2019

Software

UX design and prototyping software (Invision, Figma, Canva) • Adobe CC Suite (Photoshop, Illustrator, Indesign, XD) • Website creation software (Wix, Shopify) • Content management systems (WordPress) • Customer relationship management systems (HubSpot, Zoho) • Project management and collaboration tools (Jira, Slack, Asana) • Email marketing tools (Mailchimp, Hubspot, Cyberimpact) • Online survey tools (Mailchimp, SurveyMonkey, Hubspot) • Google tools (Google Workplace, Google Analytics, Google Search Console, Google Ads) • SEO tools (SemRush, Screaming Frog) • Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

Experience

- **Digital Project Coordinator** 2016-2018
Contractuelle Inc.
Some of my responsibilities included coordinating and executing digital projects, such as websites and email marketing campaigns. I collaborated with clients and internal creative teams to gather functional requirements and ensure projects were aligned with client goals. I planned and coordinated all stages of production of communication materials, from design to publication, including brochures, annual reports and stationery,. Additionally, I assisted in the development of project proposals, conducted market research and competitive analyses to identify trends and innovation opportunities, and facilitated technical training for clients on CMS and email marketing platforms.
- **Graphic & Web Designer** 2010-2015
Contractuelle Inc.
Some of my tasks included designing marketing and communications materials such as brochures, leaflets, reports and infographics. I developed comprehensive brand guidelines, and designed UX/UI for various websites and online platforms. I also created user-friendly interfaces for CMS, corporate websites, microsites and digital annual reports, as well as a maritime logistics web application. Some of the clients I worked for during my employment in the agency include Desjardins (DSF), Fonds FÉRIQUE, Innergex, BRP, and Triasima.
- **Web and Graphic Designer** 2005-2007
OneBigPlanet Corp.
OneBigPlanet.com was a customizable, white-label consumer savings platform that combined proprietary and aggregated local deals with national online offers. In the startup's early years, I was responsible for designing the brand and establishing the graphic standards for its application across all digital channels. I also designed the initial B2C platform interface and various digital communication tools. Additionally, I created all promotional and marketing materials to support business development and funding efforts, while also adapting our B2C clients' branding into the white-label platform.