

# Sarai Kraft

Digital Marketing Manager

## WORK EXPERIENCE

**Global Alzheimer's Platform Foundation**, United States

Digital Marketing Manager **08/2022 - Present**

- Developed and monitored Social Media Marketing campaigns that grew website traffic and added clinic randomizations to sites
- Created a new brand identity program
- Reviewed and developed digital promotional materials for events

**New Mexico Wild**, Albuquerque, New Mexico

Digital Communications Coordinator **10/2021 - 08/2022**

- Developed innovative digital campaign ideas to increase donations
- Developed digital newsletter
- Reviewed and developed digital promotional materials
- Designed and monitored multi-channel campaigns

**Albuquerque Journal**, Albuquerque, New Mexico

Digital Graphic Designer **04/2019 - 10/2021**

- Design of digital programmatic ads
- Created new brand identity program for events
- Devised marketing ideas for advertisers that targeted different audiences which helped increase social engagement and sales profit

**Marketing Strategies**, Albuquerque, New Mexico

Graphic Artist **06/2017 - 04/2019**

- Designed print promotional materials for local businesses
- Developed digital awareness campaign to promote Brewers Crew magazine
- Provided creative direction for marketing campaigns focusing on conceptual messaging across platforms

## PREVIOUS EXPERIENCE

**Graphic Artist**, Marketing Strategies, Albuquerque, NM **06/2017 - 04/2019**

**Graphic Designer Volunteer**, SHCNM, Albuquerque, NM **01/2017 - 07/2017**

**Marketing Intern**, Del Hierro Group, Quito, Ecuador **01/2016 - 07/2016**

## CONTACT

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505-353-0210  
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## SKILLS

### Hard Skills

- Lead Generation
- Google Analytics
- Email Marketing
- Social Media Marketing

### Techniques:

- Brand Development
- Multi-channel media plans
- ICP Programmatic
- ABM campaigns
- A/B testing
- Performance Analysis
- SEO

### Tools and Software:

- Web Analytics
- Google Analytics
- Adobe Suite
- Hubspot
- Demand Gen
- Wordpress

### Languages:

- English
- Spanish

## EDUCATION

**European Business School**  
Master in Digital Marketing  
Madrid, Spain  
03/2022 - 04/2023

**Catholic University of Ecuador**  
Bachelors Degree  
Graphic Design &  
Visual Communications  
Quito, Ecuador  
01/2012 - 07/2016