



# Rocio Mancía

## Marketing & Lead Specialist

Results-driven and multilingual digital marketing leader with 10+ years of experience in integrated marketing communications, overseeing end-to-end execution of digital as well as multichannel marketing campaigns, and fundraising campaigns. Proven expertise in leveraging data-driven insights to enhance digital engagement, optimize customer experiences, and maximize revenue growth. Adept at managing cross-functional teams to deliver high-impact measurable results.

### Contact

#### Phone

773-912-3038

#### Email

rociomancia7@gmail.com

#### Location

Boston, MA

#### Portfolio

rociomancia.com

#### LinkedIn

linkedin.com/in/rociomancia

### Core Skills

- Leadership & Cross-management
- Strategic Media Planning
- Adobe creative cloud, AIO & SEO tools, CRMs, SaaS, Wordpress, Webflow
- UX & UI Design
- Data-driven decision-making
- Analytics and KPIs
- Event Planning
- Digital and Social Media Strategy
- Google Ads, Meta Ads, TikTok Ads

### Education

2014

**Public Relations & Advertising**  
DePaul University

#### Recognitions

- Graduated Magna Cum Laude
- Honor Society of Phi Kappa Phi
- Golden Key International Honors Society
- Dean's List in all quarters
- 2012 Italian Honors Society Award

2011

**Associates in Arts**  
Oakton Community College

#### Recognitions

- President's Scholar Award Letters
- Honors Recognition 2007 - 2011

### Languages

- **English** - Native proficiency, professional writer, and speaker
- **Spanish** - Native proficiency, professional writer, speaker, and interpreter.
- **Italian** - Professional writer, speaker, and interpreter.

### Experience

#### Director of Marketing and Design, Consultant

WOW Connections, LLC | Boston, MA - March 2015 - March 2025

- Managed end-to-end execution of digital and print marketing campaigns, increasing client engagement and retention.
- Developed and implemented integrated marketing communication strategies, securing over 20% increase in annual revenue growth for various organizations.
- Provided reputation management and PR services.
- Spearheaded and implemented strategic media planning and content strategies to drive customer engagement, retention, and growth.
- Tracked and optimizing marketing initiatives for multichannel content delivery to generate revenue, achieving \$200k annual revenue growth for clients in various industries.
- Collaborated with acquisition teams, UX designers, IT, and senior leadership to align digital initiatives with business goals.
- Managed cross-functional teams of content creators, developers, designers, and clients' staff to execute marketing optimization programs.
- Oversaw paid and organic search, ensuring data-driven allocation of budgets exceeding \$50K for maximum ROI.
- Scheduled programmatic PPC (paid per click) advertising that is consistent with content strategy while defining and meeting KPIs.
- Generated analytic reports, interpreting raw data to make smart data-driven decisions, and solving problems using Google Analytics and SaaS tools.
- Creatively translated content to Spanish for digital and print material with a full cultural understanding of both groups, Hispanics in the U.S. and abroad.
- Maintained and designed WordPress websites and social media content strategy to enhance visibility and outreach.
- Managed sales team and negotiations with the ability to influence, inform, and educate clients regarding our services.

#### Special Events Coordinator

Cortés Catering, Inc. | Chicago, IL - March 2015 - Dec. 2019

- Assisted private elite events' during planning and event coordination for gala dinners, charity balls and fundraising events, holidays, special occasions, corporate and business meetings.
- Worked with vendors and clients to select special menus, lines, décor, etc.
- Contacted clients and venues as necessary to finalize event details.
- Checked with clients and venue prior to event to ensure all requirements are established and ready.
- Assisted owner and chefs with special requests and/or problems and recommended appropriate solutions.

## Relationship Manager

Align Income Share Funding, LLC | Chicago, IL - July 2013 - Nov. 2014

- Managed client relationships, ensuring high engagement and satisfaction through strategic communication.
- Educated and advised customers on the variety of financial solutions to resolve their issues.
- Provided data-driven recommendations to refine customer acquisition strategies and maximize conversion rates.
- Utilized CRM tools (Salesforce) and enhanced customer interactions.

## Social Media Moderator and Fundraising Intern

NoStigmas | Chicago, IL - Jan 2013 - June 2013

- Created a strategic social media fundraising campaign that successfully reached and surpassed its \$100k goal.
- Executed plan using mostly social media outlets, Facebook and Twitter to reach our goal.
- Produced original new content including photography work and banners.
- Managed social media: interactions, posts, follows and messaging in both Spanish and English.
- Implemented marketing strategies to raise awareness and increase community engagement
- Organized high-profile fundraising and outreach events, including planning, budgeting, and volunteer coordination.

## Assistant Manager and Marketing Specialist

Realty One Group, Inc | Chicago, IL - Nov. 2007 - June 2013

- Generated CMAs (comparable market analysis).
- Worked with the MLS system to publish and update information on the website.
- Implemented new processes and tools, demonstrating strong technical and operational capabilities.
- Executed marketing strategies and tactics to reach the target audience.

**References Available Upon Request**