



Damaris Zita

Digital Marketing & Creative Strategist

Paris, France

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Languages

English (Native)

French (Work Proficiency)

Spanish (Native)

About

Digital Marketing and Strategy specialist with international business experience in creative industries. Driven by persistent curiosity and a passion for cultures and diversity.

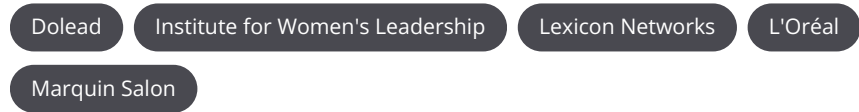
Scope

Campaign Development, International Business, Copywriting, Strategic Planning, Content Creation, Adobe Suite, Social Media Strategies, Brand Development, Storytelling, and Social Media Marketing.

Website: damnmaris.com

" Some people feel the rain, others just get wet"

BRANDS WORKED WITH



Experience



Digital Media Manager

Lexicon Networks | Aug 2023 - Now

- Develops full-funnel marketing material for clients including email templates, white papers, website content, landing pages, and 360 digital campaigns
- Collaborates with agencies on asset development and branding



Social Media Manager

Marquin Salon | Nov 2023 - Now

- Execute targeted social media ad campaigns on Meta platforms to promote Marquin Salon's services and offerings.
- Engage with local stylists, technicians, and barbers in the Chicagoland area to build a strong network and foster relationships.
- Implement effective recruitment strategies to attract and onboard skilled stylists for Marquin Salon.
- Monitor and analyze social media metrics and performance to assess campaign and community engagement effectiveness.
- Collaborate with the salon management team to align digital marketing initiatives with business objectives and branding strategies.



Global Activation Assistant

L'Oréal | Jan 2023 - Jun 2023

- Worked with agencies to create global multi-brand digital activations
- 40% of sleeping clients activated
- +200 content assets created for 3 digital B2B/B2C digital activations
- Created department-wide best practices guidelines for all branded content creation and metrics
- Collaborated on significant projects with Tiktok, Meta, and YouTube
- Increased efficiency of related assets on various content platforms.
- Created consistent KPI reporting guidelines for international campaigns



Marketing Coordinator

Dolead | Apr 2022 - Aug 2022

- Produced and delivered persuasive case studies to top-level company executives
- Showcased the successful implementation of marketing strategies and their impact on client growth and engagement.
- Developed branding fundamentals, website structure, and marketing materials

- **Social Media Coordinator**

Institute for Women's Leadership | Aug 2020 - Aug 2021

- Created and distributed content for IWL on Facebook, LinkedIn and Twitter
- Launched the IWL Instagram
- Worked on the 2020 IWL Suffrage Conference Steering Committee as the web designer
- Created a website for the 2020 Suffrage and Innovation Conference



- **Content Manager**

Lexicon Networks | Jun 2019 - Feb 2020

- Created engaging social media campaigns, SEO strategies, press releases, marketing materials, and branded videos for various clients
- Increased brand visibility and consumer interaction
 - Highlighted brand messaging and enhanced overall brand appeal and recognition

Education & Training

2021 - 2023 ● **EMLV - École de Management Léonard de Vinci**

Masters in Management,

2018 - 2021 ● **Marquette University**

Bachelor's degree,