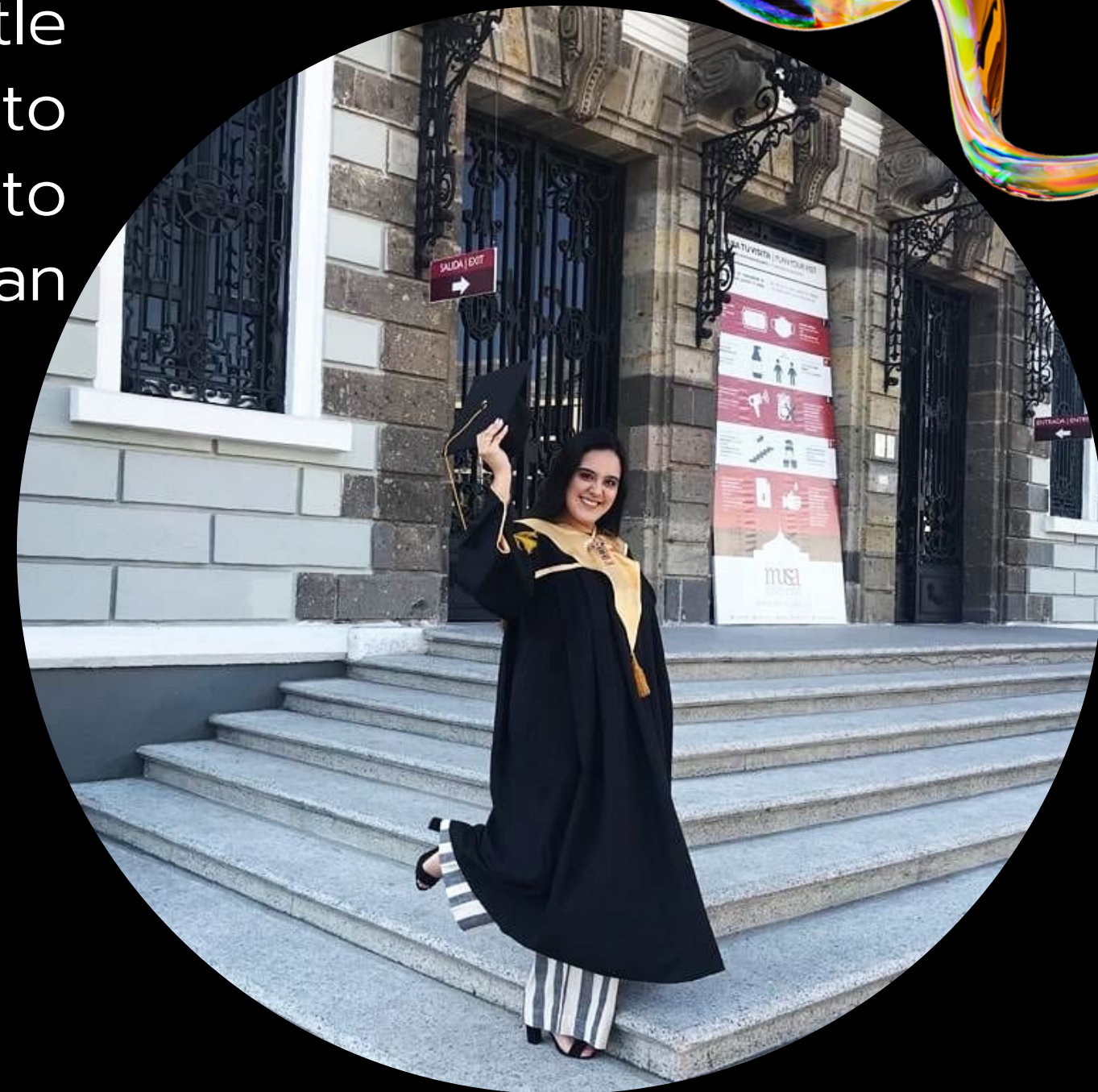


Portfolio

Yulisa Co.

About me

Hi, my name is Yulisa C., but everyone calls me Yuli. I am 24 years old, I live in México and I love Marketing. When I was a little girl people would ask me what I wanted to be when I grew up, I'd answer I wanted to help businesses thrive. So, I guess I can say I'm living my dream.



The background features a black field with vibrant, multi-colored liquid splashes in shades of red, orange, yellow, green, and blue. On the right side, a clear glass of water is shown in motion, with a splash of water falling from the top right corner. The text 'Work Experience' is centered in a bold, white, serif font.

Work Experience

Centro Dermatológico de La Barca.



Health care/ Dermatologist



[Dra. Paty Cortés](#)



[@dra_paty_cortes](#)

COMPANY DESCRIPTION

Dr. Paty opened her office in La Barca, Jalisco in 2016. By 2020 we teamed up after she realized how her patients were changing their habits during the peak of the COVID-19 pandemic.

JOB ROLE AND ACTIVITIES

Community manager and Content creator.

- Monthly content planning. A variation on content, posts of pictures, reels, and interactive stories (including polls, stickers, etc.)
- Researching and copywriting for each post.
- Answering patients' frequent questions via DM.
- Interacting with followers, answering their comments on posts, liking their posts, etc.

IMPORTANT STATISTIC

The best platform for this client has been Instagram. After being consistent with content and interacting with followers, the best numbers on statistics we've had are:

598.93% increase in accounts reached in the first year.

563.83% increase in followers

Establishment of target audience based on engagement data.

Scheduled appointments increased From 2-3 weeks to 3-4 months

LAMAR Health Solutions



Health care/ Dental and medical equipment



[Lamar Health Solutions](#)



[@lamarr.healthsolutions](#)



[Lamar Health Solutions](#)

COMPANY DESCRIPTION

LAMAR Health Solutions was the idea of Limar Hasheem, he wanted to come to Mexico from California to study Dentistry and start his business by offering dental and medical equipment. His problem was that he didn't speak Spanish and he didn't have good knowledge of the medical equipment market.

JOB ROLE AND ACTIVITIES

Marketing manager.

- Open and manage Google My Business account and Instagram account.
- Market research on the target audience.
- Translation of content to present to the public and business owner.
- Monthly content planning. A variation on content, posts of pictures, reels, and interactive stories (including polls, stickers, etc.)
- Copywriting for each post.
- Answering clients' frequent questions via DM.

Bestowal Gifts



B2B/Corporate Gifting



[@bestowalgifts](https://www.instagram.com/bestowalgifts)



[bestowalgifts.com](https://www.bestowalgifts.com)



[Bestowal Gifts](https://www.linkedin.com/company/bestowal-gifts)

COMPANY DESCRIPTION

Bestowal Gifts is a women-owned corporate gifting company located in Chicago, Illinois, and has been in business since 2018. They specialize in curating gifts with products from other women-owned, black/Latino-owned, and LGBTQ+-owned local companies in a way to support each other.

JOB ROLE AND ACTIVITIES

Sales Associate.

- Contact clients via email.
- Updating client list information.
- Benchmarking research on similar companies using Semrush.
- Survey clients' experience, opinions, and suggestions.
- Creating a community on LinkedIn and Instagram based on external information (Crain's List).
- Create mood boards for product photoshoots.

The Low Waste Home LLC

Jhánneu Roberts



[@jhanneu](https://www.tiktok.com/@jhanneu)



jhanneu.com



[@JHANNEU](https://www.youtube.com/@JHANNEU)

COMPANY DESCRIPTION

Jhánneu Roberts is a Sustainability Expert and Content Creator, she mainly focuses on lifestyle, food, and travel content. She has been featured in Create & Cultive as a top 100 creative in the Environmental Impact Category and was invited to Harvard University to give a lecture at their Climate, Equity, & Health Summit. She has also had partnerships with brands like Garnier, Grove Collaborative, KLM Airlines, etc.

JOB ROLE AND ACTIVITIES

Virtual Marketing Assistant

- Schedule and upload content to YouTube, TikTok, and Pinterest with captions with researched keywords (using Keywords Everywhere) and hashtags.
- Respond to email inquiries.
- Create pitch decks for different market sectors to collaborate with.
- Keep a database of the content that is being uploaded on Dropbox.
- Video editing long-form videos to short-form on CapCut.
- Research for trending content, sounds, or ideas to recreate on social media.
- Write a blogpost with researched keywords.

Talabarteria DCV



Leather working



[Talabarteria DCV](#)



[@talabarteriadcV](#)



[@talabarteriadcV](#)

COMPANY DESCRIPTION

Talabarteria DCV is my dad's project and I help him out with the social media accounts. All the leatherwork is cut, sowed, and decorated by hand.

JOB ROLE AND ACTIVITIES

Community manager and Content creator.

- Creation of logo, visual identity, and social media accounts.
- The main focus is on video creation, I feel it's the best way to showcase the detail of his work.
- Monthly content planning. A variation on content, posts of pictures, reels, and interactive stories (including polls, stickers, etc.)
- Copywriting for each post.
- Answering clients' frequent questions via DM.



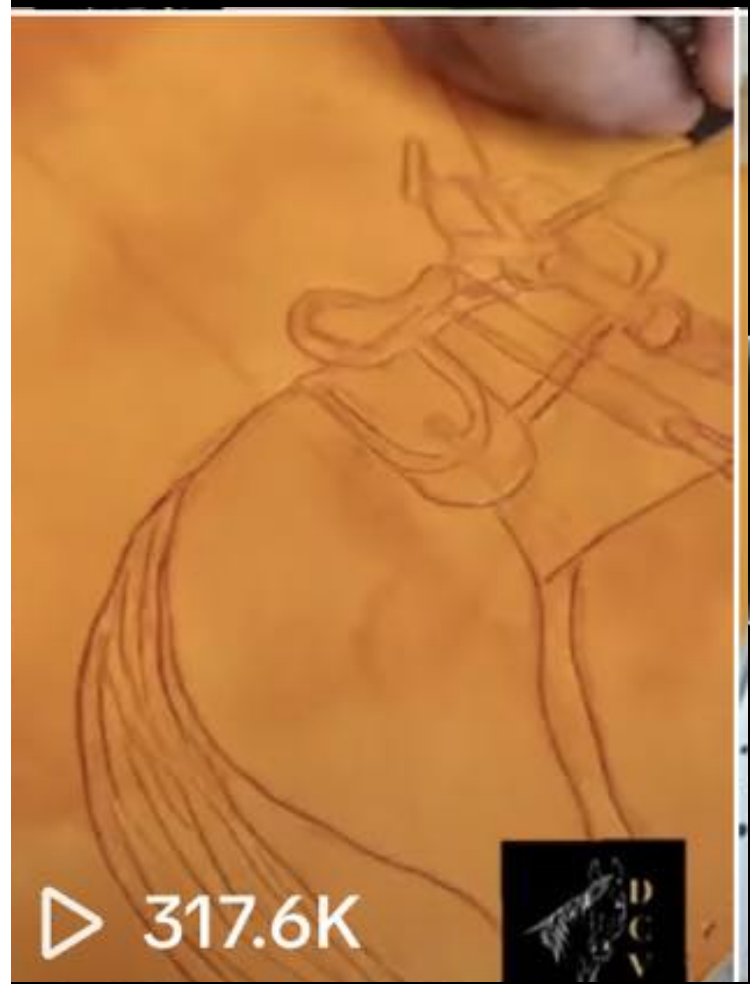
@talabarteriadc

79 Following | 3668 Followers | 20.4K Likes

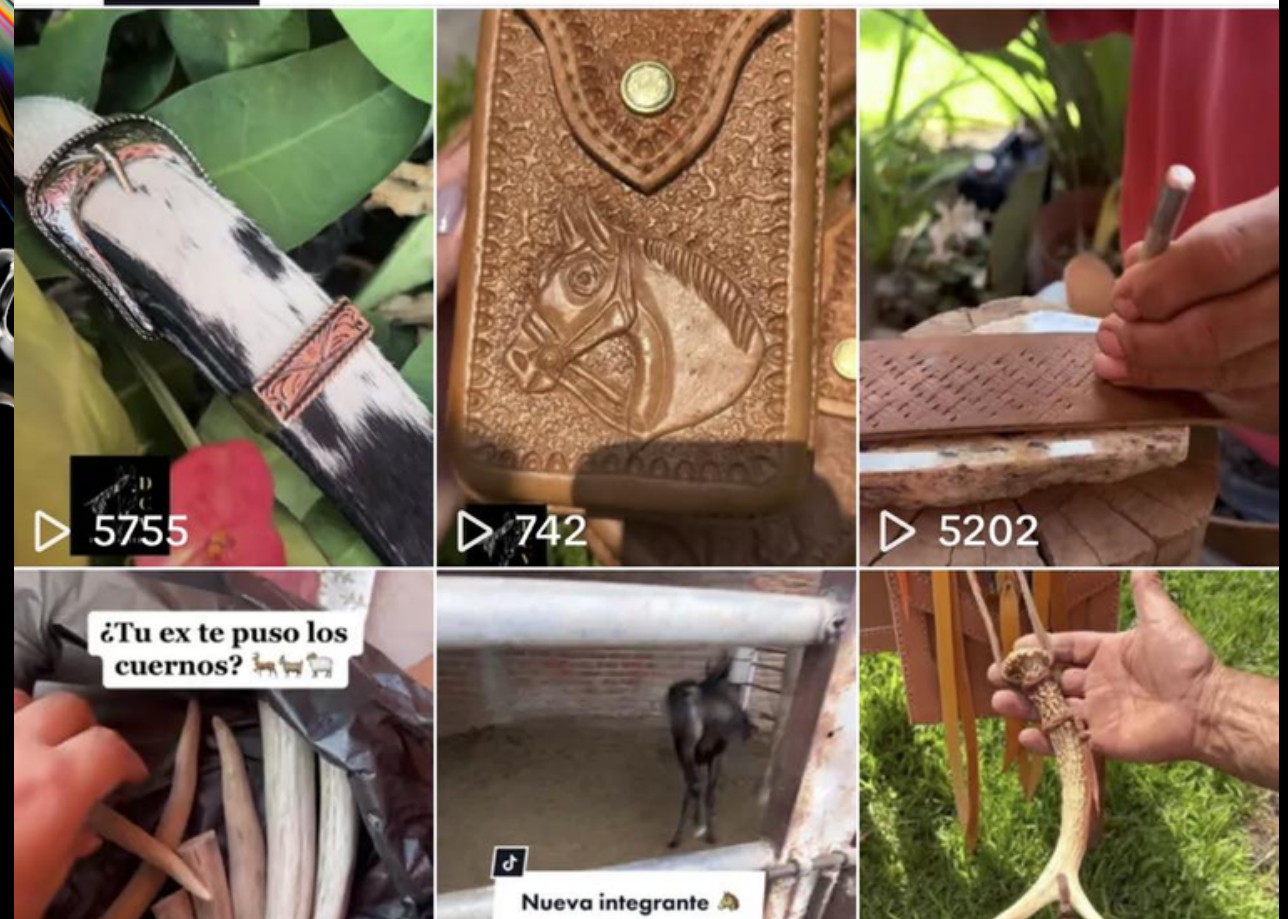
Edit profile | Add friends | Instagram icon

Talabartería artesanal
Cotizaciones por DM
Envíos a todo

Add Yours



317.6K views



My proudest moment for this account has been on TikTok. We went viral with 317.6K views and 15.6K likes.