

Daniela Velarde

+1 647 739 5107 | velardedany@gmail.com | hellodaniela.com | [LinkedIn](#)

WORK EXPERIENCE

Financial Services Regulatory Authority, FSRA

Toronto, Ontario

Sr. Digital Communications & Creative Officer

Oct 2023 - Present

- Strategized and executed audience-specific organic social media campaigns on LinkedIn and Facebook, resulting in a 15% account growth and an 18% engagement increase in 4 months.
- Analyzed user engagement data to identify key sectors and topics for email marketing campaigns, leading to a 10% decrease in bounce rates and a 24% increase in open rates.
- Collaborated with the design team to create effective email templates that aligned with the brand and the optimized email marketing strategy, contributing to a 12% increase in click-through rates.

Riverside Natural Foods

North York, Ontario

Global Sr. Creative Lead

Jul 2022 - Sep 2023

- Developed and executed a comprehensive content creation strategy, leading a specialized freelance network, resulting in a 30% reduction in content production costs.
- Collaborated with cross-functional teams to define requirements and workflows for Riverside's Digital Asset Management tool, resulting in a seamless integration that reduced file search time by 40%.
- Implemented data-driven SEO strategies to optimize user experience on owned channels, resulting in a 15% decrease in bounce rate and a 10% increase in conversion rate.

Riverside Natural Foods

Concord, Ontario

Creative Lead

Jan 2021 - Jun 2022

- Increased brand awareness on Amazon, D2C, E-mail newsletters, and Social Media by implementing new content creation strategies, resulting in a 20% increase in customer engagement and a 15% increase in online sales
- Redesigned MadeGood's website user interface, improving navigation and functionality, leading to a 45% decrease in bounce rate, a 72% increase in average session duration, and a 64% YOY conversion rate.
- Developed and executed a comprehensive creative and digital marketing strategy for the MadeGood + Nintendo 2022 national Back to School campaign, resulting in over 450K engagements across social media platforms.

Beacon Media Group

North York, Ontario

Creative Manager

Nov 2017 - Jul 2020

- Managed and guided a team of 5 diverse creatives, fostering a collaborative environment. Implemented strategic workshops to address skill gaps within the team, resulting in a 150% increase in content production and efficiency.
- Conceptualized and executed innovative creative campaigns that exceeded sales targets by 20%, resulting in a revenue increase of \$1.5M.
- Collaborated with cross-functional teams to execute creative briefs, delivering objective-based digital and OOH strategies that led to a 95% client retention over two years.

EDUCATION

Seneca College of applied arts and technology

Toronto, Canada

Independent Digital Photography

Graduation Date: Apr 2015

Centro Bicultural de Cine y Actuacion Mexico

Mexico City, Mexico

B.A. Film Production, minor in Art Direction

Graduation Date: Jul 2012

SKILLS

Growth Marketing/ Creative Strategy/ Creative Production/ Stakeholder, budget and project management/ Email Marketing/ UX/UI/ Social Media Strategy/ Analytics/ Photography/ Videography/ Graphic Design/ Motion Graphics/ Photoshop, Illustrator, Adobe After Effects, Adobe Premiere