

NAYI CARO

MARKETING PROJECT & CONTENT MANAGER

☎ +1 437-333-6455 | ✉ nayi.car094@gmail.com | 📍 Barrie, ON

PROFILE

Results-driven Marketing Project & Content Manager with 6+ years of experience driving organic audience growth, cross-functional campaign execution, and high-converting content strategies across Canadian and international markets. Leverages a background in Consumer Psychology to architect multi-platform storytelling and digital campaigns. Proven track record scaling communities to 200K+ followers, securing corporate partnerships, and managing end-to-end workflows. Fluent in English and Spanish.

CORE COMPETENCIES

- **Strategic Content & Storytelling:** Organic Growth Strategy, Brand Narrative Architecture, Scriptwriting & Creative Direction.
- **Project & Workflow Management:** Cross-Functional Stakeholder Alignment, Campaign Roadmapping, Editorial Calendar Management.
- **Partnerships & Engagement:** Corporate Sponsorships, B2B Collaborations, Influencer Relations, High-Retention Community Building.
- **Tools & Analytics:** Notion, Jira, Trello, Asana, Metricool, Google Analytics 4, CapCut, Edits, Adobe Creative Suite, Canva.

WORK EXPERIENCE

- **Digital Marketing & Content Strategy Lead** **Nov. 2022 – Present**
Doxa Media Creative Agency | Hybrid in Barrie, ON
 - Spearhead digital content strategies for corporate clients, leading editorial planning, scriptwriting, creative direction, and multi-platform publishing.
 - Scale an accounting firm's presence by 200% (1K to 3K organic followers in 6 months), driving a viral 130K-view local campaign that boosted tax season client acquisition.
 - Execute high-impact video strategies for real estate portfolios, accelerating property rental and sale turnover to within 1–2 weeks of listing.
 - Lead multi-channel launch campaigns for local businesses, coordinating influencer partnerships and social media content to increase brand awareness and customer acquisition.
 - Streamline client approval pipelines using Notion, Jira, or Trello, improving deliverable turnarounds and cross-team alignment.
- **Head of Content Strategy & Community Engagement** **Apr. 2020 – Present**
Empaque y Vamos (Personal Brand & Media Project) | Canada
 - Founded and scaled a personal digital media brand focused on travel, lifestyle, and educational content for multicultural audiences in Canada, building an organic community of 200K+ followers across Instagram (102K) and YouTube (97.7K).
 - Produced viral short-form content (top videos reaching 10.2M and 4.5M organic views; 8+ videos crossing 1M views) without paid ad spend.
 - Negotiated and managed sponsored campaigns with major Canadian corporations and global brands (Scotiabank, Rogers, Fido, Canada Post, Surfshark, Elsa Speak, etc.).
 - Maintained average campaign reach of 50K+ to 200K+ organic views per brand integration, ensuring authentic messaging and high engagement.
- **Marketing Project Coordinator** **Aug 2021 – Oct 2022**
Summitt Energy | Hybrid in Mississauga, ON
 - Coordinated simultaneous marketing project workflows across 5 residential and commercial energy brands in Canada and the US.
 - Managed go-to-market collaterals for pricing restructures, promotional campaigns, and service rollouts, aligning cross-departmental sales materials.
 - Facilitated execution between sales operations, legal compliance, pricing teams, vendors, and creative departments for on-time campaign launches.
 - Standardized project tracking tools across units, cutting deliverable turnaround times and eliminating creative process bottlenecks.

EDUCATION & LANGUAGES

Bachelor's Degree in Psychology — Catholic University Luis Amigó (2013 – 2018) | Colombia

Languages: English (Advanced/Fluent), Spanish (Native), French (Basic).