

# ZULESKY APARICIO

Austin, TX | Zulesky@gmail.com | +1 404 268 5140 | [LinkedIn](#) | [Website](#)

## WORK EXPERIENCE

**Truesense Marketing** June 2021 - Present

*\*One & All was acquired from Truesense Marketing in January 2023*

**Senior Digital Strategist** Truesense Marketing | October 2023 - Present

- Develop and execute a comprehensive annual strategic brief for a portfolio of 22 clients, coordinating with digital, production, media, and creative teams to ensure a unified approach.
- Innovate and manage an adaptable evergreen campaign strategy that addresses diverse client needs, enhancing brand awareness and conversions.
- Implement dynamic advertising initiatives based on real-time analytics, continuously personalizing content and optimizing ongoing campaigns.
- Exceeded year-end fundraising goals for 14 out of 22 clients by strategically timing email campaigns, generating over \$553K in revenue during key nonprofit fundraising dates.

**Digital Strategist** One & All | June. 2021 - October 2023

- Crafted and led a comprehensive digital strategy training program, increasing the account team's proficiency in digital services and enhancing client communications. This broadened our service uptake, including the successful pitch and execution of an integrated digital campaign for a traditional direct mail client.
- Partnered with an external media service company to refine digital ad traffic systems and establish key performance indicators, resulting in a streamlined reporting template within six months that improved client performance insights and digital ad optimization.
- Collaborated with media partners to refine digital ad targeting, contributing to a significant uplift in campaign metrics, including a 255% increase in impressions, a 400% rise in clicks, and a 70% revenue boost year-over-year following the launch of CTV advertising.
- Researched and implemented cutting-edge digital trends suitable for the nonprofit sector, focusing on dynamic ads and emerging social platforms, creating strategic guidelines that detailed the value of each channel, targeting methods, and campaign examples for dynamic ads, TikTok, and audio platforms.

**Mothers' Milk Bank at Austin** | Austin, TX | Jan. 2020 - June 2021

Digital Marketing Coordinator

- Collaborated with the UX and development team on the concept, usability testing, and execution of MMBA's website redesign.
- Improved marketing materials to include gender-inclusive language and redesigned print and digital materials.
- Established topics and priorities for exploration to create human-centered content for digital platforms alongside the donor team.
- Planned, managed, and executed digital marketing campaigns.

# ZULESKY APARICIO

Austin, TX | Zulesky@gmail.com | +1 404 268 5140 | [LinkedIn](#) | [Website](#)

## **Contract Work/ Freelance** Nov. 2018 - Jan. 2020

**Savor Social** | Austin, TX | Nov. 2018 - Jan. 2020

Creative Strategist

- Worked on the plan and execution of digital campaigns with a focus on the Hispanic audience.
- Developed, presented, and executed marketing strategies to achieve client's business objectives within established budgets.

**Search RRPM** | Austin, TX | Nov. 2018 - Dec. 2020

Project Manager

- Oversaw timely delivery of assets within budget and scope while managing up to ten projects simultaneously, delivering 70% on time.
- Content creation, project management, time management, and communication.

**Women Talk Design** | Nov. 2019 - Feb. 2020

Content Curator

- Created high-quality blog articles and social media content for the Women Talk Design Speaker Feature series.
- Demonstrated mastery of writing skills as well as empathy and interviewing skills.

## **Zengistics** | Austin, TX | Aug. 2016 - Sept. 2018

Social Media Coordinator

- Developed media series to promote recruitment and sales efforts via social & Web.
- Developed staff spotlight videos, monthly morale events, and milestone celebrations.

## **EDUCATION**

- Digital Marketing and E-commerce | Google. Sept 2023
- Data Analytics: Dashboard vs. Data Stories | LinkedIn. Dec 2021
- UX Design Bootcamp | General Assembly. Dec 2020
- Digital Marketing & Social Media Certificate Program | Venezuela. Nov 2014
- Bachelor of Business Administration | Universidad José Antonio Páez, Valencia, Venezuela. July 2013

## **VOLUNTEER**

- Austin Design Week, Staff & Social Media Volunteer.  
Oct 2018 - Oct 2019
- Austin Chapter, Latina's Who Brunch.  
March 2019 - Oct 2021
- High Museum of Art, Lobby Greeter.  
December 2015 - April 2016

## **AWARDS**

### **Winner of the 2022 R.I.S.E Award**

A bi-annual award to recognize team members across Omnicom SMG who have demonstrated Respect, Inclusion, Service and Excellence

## **SKILLS & TOOLS**

Data Analytics and Insights, UX Research and design, Project Management, Hispanic Marketing, Bilingual (English and Spanish), Adobe Creative Suite, Google Marketing Platform, Google Analytics, WordPress, Semrush, Tableau, VWO.