



## CONTACT

📞 908-357-8548  
✉ Collabsnc@gmail.com

## EXPERTISE

Digital Marketing & Online Sales Funnels  
Graphics Design  
Sales & Customer Service  
Project Management

## SOFTWARE KNOWLEDGE

Canva & Capcut  
Adobe Lightroom  
Tiktok Creator Tools  
Notion & Tello  
Zoon & Microsoft Teams

## PERSONAL SKILLS

Strong Communication  
Creative Problem solving  
Time Management & organization  
Team collaboration  
Leadership

## EDUCATION

**STUDENT: BACHELOR OF ARTS IN COMMUNICATIONS AND MARKETING**

*Wingate University, Expected Graduation: May,2027*

# NATALIA CASTILLO

## Digital Marketing & Sales Strategist

## PERSONAL PROFILE

Bilingual marketing manager with hands-on experience in social media management, sales, and content creation. Passionate about helping brands and individuals grow their online presence through strategic, authentic digital marketing. Skilled in client communication, visual branding, and guiding others through the basics of online business and social media monetization. Known for a strong work ethic, a collaborative approach, and a deep interest in empowering others through digital education.

## WORK EXPERIENCE

### HERDIGITALERANC

#### FOUNDER & SOCIAL MEDIA MARKETING MANAGER

*August 2024- Present*

- Founded and lead a social media marketing agency helping local brands grow their online presence.
- Created and taught digital income courses on affiliate marketing, PLR, print-on-demand, and high-ticket sales.
- Mentored young women in building online businesses through content strategy and platform growth on TikTok, Instagram, and Pinterest.

### FAMILY- OWNED AUTO SALES BUSINESS

#### MARKETING COORDINATOR & SALES REPRESENTATIVE

*January 2024- Present*

- Managed vehicle sales and customer interactions from inquiry to closing.
- Promoted inventory via digital marketing and social media channels.
- Conducted vehicle inspections and ensured operational compliance with dealership licenses.

### FREELANCE CONTENT CREATOR & SOCIAL MEDIA STRATEGIST

*2020- Present*

- Created engaging TikTok, Instagram, and YouTube content, growing my personal TikTok to 20K followers.
- Collaborated with influencers and businesses to promote products and services.
- Specialized in faceless content and UGC strategies to grow and monetize online brands.