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**Laura Manjarres Aristizabal**

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**SKILLS**

* Detail-Oriented
* Creative Problem-Solving
* Analytical Thinker
* Proactive and Self-Starter
* Persuasive Communicator
* Effective Time Management
* Customized Solution Development
* Bilingual (Spanish and English)
* Creative: Canva, Adobe suit, mailchimp.
* Data: Google Analytics, Meta, Quickbooks.
* Website Management: Shopify & wix.

**EXPERIENCE**

**Operation Manager - Cafe Landwer**

December 2022 - Present

* Managed daily operations, ensuring efficient service and high customer satisfaction.
* Supervised and trained staff, creating engaging training materials to improve service and product knowledge.
* Enhanced internal communication strategies.
* Addressed customer complaints and special requests, enhancing satisfaction.
* Ensured compliance with quality control, health, and safety standards.
* Developed internal communication materials to streamline operations.
* Used leadership and problem-solving skills to boost revenue and foster customer loyalty.
* Implemented systems and data to improve operational efficiency and workflow.

**Showroom Manager / Marketing strategist – Wilhelmina Sales**

January 2023 – October 2023

* Collaborated with the sales team to increase showroom traffic and sales.
* Maintained showroom presentation, ensuring alignment with brand identity and market trends.
* Created and executed digital marketing strategies using Mailchimp and Canva to boost brand visibility and engagement.
* Supported digital content creation for social media.
* Managed inventory and financial tracking using QuickBooks.
* Planned and executed showroom events, including launches and client previews.
* Handled customer complaints, acting as the primary point of contact between buyers and the brand.
* Managed showroom operations, ensuring an engaging experience for buyers and clients.

**Marketing Analyst - Grupo emi / Falk**

February 2020 – August 2020

* Managed social media, email, and SMS campaigns to increase engagement and conversions.
* Contributed to 360° marketing strategies for internal and external projects.
* Optimized marketing tools and strategies to align with sales team goals.
* Served as primary liaison with creative/media agencies for effective communication.
* Analyzed client database with Power BI to improve marketing and data accuracy.
* Delivered presentations on new projects and campaign performance insights.
* Led the initial phase of the company’s rebranding, creating a unified brand identity.

**Marketing Lab Staff – EAFIT University**

January 2017 – December 2017

* Supported researchers with tailored solutions for marketing studies.
* Operated and analyzed data from eye-tracking technology.
* Guided focus groups and in-depth interview orientations.
* Interpreted research results, including heatmaps and behavioral insights.
* Managed administrative tasks to ensure smooth lab operations.
* Presented findings to clients in a clear, actionable format.
* Regularly updated the companies the company’s website.

**EDUCATION**

**Bachelor’s degree in Business Management with emphasis on Marketing**

EAFIT University • 2016-2020

**Ontario College Diploma in Business Management**

Centennial College • 2021-2023

**CERTIFICATES**

**Strategic Digital Marketing Certificate**

CESA University • 2024

**Foundations of Project Management**

Google • 2024

**Digital marketing strategies for SMEs and entrepreneurs**

EAFIT University • 2020