

Claudia Aguirre

Digital Content Strategy & Interactive Design

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Passionate about **facilitating innovative and practical solutions** to solve complex challenges.

Hands-on, data-driven **digital communications leader**. Specialized in ecommerce, non-profits and higher education.

Team player, able to jump in at any project from **ideation to execution and A/B testing**.

Curious about learning, exploring and implementing **innovative technologies**.

Professional History

Sr. Ecommerce Content Specialist

Norwegian Cruise Line March 2018 - Present

Managed product content on NCL.com for 420+ itineraries and 100+ content-full pages. Lead efforts to optimize digital content to enhance product offerings while still meeting customer expectations. Ideated, designed and developed client-facing pages using data-driven iterative methods and rapid-prototyping. Utilized strong communication skills to learn about challenges and later presented practical, engaging, design solutions.

Assistant Director, Digital Communications / Web Manager

University of Miami School of Law Feb 2014 - March 2018

Successfully lead the revamping of the organization's digital communications structure, helping launch and maintain their first CRM (SalesForce + Marketo) and CMS (Drupal). Advances innovative communications plan through strategic use of data-driven new media including websites, social media, mobile technology, online advertising and email marketing. Due to those initiatives, since 2016, Miami Law's click-through rates have improved by 20%, reduced bounce rates by 10-20% and increased social engagement by 220%.

Multimedia Contractor

Multiple Clients Feb 2010 - May 2017

Freelanced for companies such as TripAdvisor to develop e-mails as part of their re-branding campaign and the *Miami Herald* in their design department. Provided pro-bono digital work for non-profit GirlForward.

Marketing Manager

MonaBar (now Spreever) Feb 2013 - June 2014

Responsible for managing marketing, editorial content, branding and advertising for MonaBar.com, a start-up based in Miami. Tasks ranged from helping to construct the company's web presence, managing freelancers as well as outsourced resources and interns.

Education

Master of Fine Arts, Interactive Media University of Miami

Bachelor of Communications, University of Miami

Skills + Other

User Experience Design & Development: Axure, Photoshop, Adobe XD, HTML5, CSS, JavaScript, SQL

Digital Content Strategy and Product Management

Data Analysis & Visualization: Google Analytics, CartoDB, D3, Tableau

E-mail Design, Development & Campaign Management: HTML, CSS, Marketo, Salesforce, Litmus

Fluent in Spanish

More Highlights

Lead UX & Communications in team that won first place in the **AeroTech-Concursive Sea Level Rise Challenge** that asked innovators to devise a mobile application that would efficiently deal with the economic and life threatening consequences produced by sea level rise.

As part of M.F.A, collaborated with partner organizations such as the **Frost Science Museum and the New World Symphony** to create an audience experience that illustrated how the brain reacts to music.