

HEATHER OLIVARES

Social Media Manager

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PROFESSIONAL SUMMARY

Bilingual Social Media Manager (English/Spanish) with 4+ years of experience growing brands in the U.S. and Latin America, including 2 years managing a multi-account portfolio at a U.S. digital marketing agency. Combines social media strategy, content calendars, and community management with hands-on creative production: graphic design, brand identity, video editing, audio editing, and motion graphics. Data-driven reporting with Meta Business Suite and Google Analytics. Currently studying web design.

WORK EXPERIENCE

Social Media Manager — Mr Pipeline

West Palm Beach, Florida, USA (Remote) | 2024 – Present

- Own social media strategy and execution for 5+ U.S. home-service brands: content calendars, publishing, community management, and monthly performance reporting.
- Design branded graphics and edit short-form video (Instagram Reels, TikTok, YouTube Shorts); build motion graphics in After Effects, lifting average client engagement 28% year over year.
- Created per-client brand kits and reusable content template systems, cutting design turnaround approximately 30% while keeping every account visually consistent.
- Translate Meta Business Suite and Google Analytics insights into content strategy pivots that added 7,000+ combined followers in 12 months.
- Collaborate with SEO, PPC, and web design teams to align organic social media with paid campaigns and website launches.

Social Media Manager — Lavish Solutions

Guatemala City, Guatemala | 2022 – 2024

- Managed end-to-end social media for 10+ lifestyle, retail, and service brands across Instagram, Facebook, and TikTok: bilingual strategy, content production, scheduling, and community management.
- Produced and edited campaign videos, branded reels, and audio spots in-house, doubling average reach for flagship accounts.
- Designed visual identities and monthly content systems per brand; wrote brand guidelines that kept multi-designer output consistent.
- Ran Meta (Facebook/Instagram) boosted campaigns and presented monthly results to clients, helping retain 90% of the account roster year over year.

Freelance Video Producer & Motion Designer — Independent

Guatemala City, Guatemala | 2019 – 2022

- Produced, shot, and edited video for local businesses and creators — concept to final cut in Adobe Premiere Pro, motion graphics and logo animations in Adobe After Effects, audio cleanup and mixing in Adobe Audition.

SKILLS

Social Media: Social media strategy, content calendars, content creation, community management, social listening, paid social (Meta Ads), UGC and influencer coordination, analytics and reporting, client communication

Creative: Graphic design, brand identity and brand consistency, short-form video, video editing, audio editing, motion graphics, bilingual copywriting (English/Spanish), web design (in progress)

Tools: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe Audition, CapCut, Canva, Figma, Meta Business Suite, Google Analytics, Later, Notion, AI-assisted content workflows

Platforms: Instagram, TikTok, Facebook, LinkedIn, YouTube, X (Twitter), Pinterest

EDUCATION

Universidad de San Carlos de Guatemala (USAC) — Marketing & Design, 2 years of university coursework

Post-secondary studies in Communication — Guatemala

Web Design — self-directed coursework, in progress (2026)

LANGUAGES

Spanish (native), English (fluent, professional working proficiency)