

Heather Olivares.

Social Media Manager & *multidisciplinary content creative*

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Remote — U.S. business hours
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■ SUMMARY

Bilingual **Social Media Manager** (English / Spanish) with **4+ years** growing brands in the U.S. and Latin America — the last two running a multi-account portfolio at a U.S. digital marketing agency. A strategist-maker hybrid: plans the strategy and calendar, designs the graphics, edits the video and audio, and builds the motion graphics — keeping every brand visually consistent at scale. Currently adding **web design** to the toolkit.

■ EXPERIENCE

Social Media Manager

2024 — PRESENT

Mr Pipeline · Digital marketing agency · West Palm Beach, FL, USA (remote)

- 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 (Reels, TikTok, Shorts); build motion graphics in After Effects — lifting average client engagement **28% year over year**.
- Created per-client **brand kits and reusable template systems**, cutting design turnaround ~30% while keeping every account visually consistent.
- Turn Meta Business Suite and Google Analytics insights into content pivots that added **7K+ combined followers** in 12 months.
- Partner with SEO, PPC, and web teams to align organic social with paid campaigns and launches.

Social Media Manager

2022 — 2024

Lavish Solutions · Marketing agency · Guatemala City, Guatemala

- Managed end-to-end social media for **10+ lifestyle, retail, and service brands** across Instagram, Facebook, and TikTok — bilingual strategy, 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 guidelines that kept multi-designer output consistent.
- Ran Meta boosted campaigns and presented monthly results to clients, helping retain **90% of the account roster** year over year.

Freelance Video Producer & Motion Designer

2019 — 2022

Independent · Video production, editing & motion graphics · Guatemala City, Guatemala

- Produced, shot, and edited video end-to-end for **local businesses and creators** — from concept and storyboard to final cut in Premiere Pro.
- Built **motion graphics and logo animations** in After Effects; cleaned and mixed audio in Audition for ads and short-form content.
- Managed clients directly — scoping, revisions, and deadlines — the working rhythm later applied at agency pace.

■ SKILLS

STRATEGY

Social media strategy · Content calendars · Community management · Paid social (Meta Ads) · Social listening · UGC & influencer coordination · Analytics & reporting · Client communication

CREATIVE

Brand identity & consistency · Graphic design · Short-form video · Video editing · Audio editing · Motion graphics · Bilingual copywriting (EN/ES) · Web design (*learning*)

■ TOOLS

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

■ PLATFORMS

Instagram · TikTok · Facebook · LinkedIn · YouTube · X · Pinterest

■ EDUCATION

Marketing & Design

Universidad de San Carlos de Guatemala (USAC)
— 2 years of university coursework

Communication

Post-secondary studies, Guatemala

Web Design IN PROGRESS

Self-directed coursework, 2026

■ LANGUAGES

Spanish — native
English — fluent, professional