

Karla Itzel Juárez

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Summary

Bilingual Project Manager and Digital Strategist with 5+ years of experience leading creative projects in education, marketing, and digital media. I specialize in building workflows and digital ecosystems that bring clarity, organization, and measurable results. I've designed strategies, content, and digital products for businesses in the U.S. and LATAM with a focus on organic growth, efficiency, and user-centered processes. Currently expanding my expertise in **data-driven marketing** and **digital transformation**.

Education

-  **Project Management Certificate** | Coursera/Google – 2024
-  **Digital Marketing & E-commerce** | Coursera/Google – 2024
-  **Data Analyst Program** | Alura + Oracle – 2025
-  **Bachelor's Degree in Philosophy** | Universidad Autónoma Metropolitana (CDMX) – 2017
-  **Bachelor's in Liberal Arts** | Blinn College (TX, USA) – 2021
-  **Additional Certifications:** IBM Cloud Computing, Meta Social Media Marketing, Canva Content Design

Experience

Founder & Project Manager @ DigiLab Agency (Remote; Mexico/USA | 2023 – Present)

I launched DigiLab from the ground up, designing the services, pricing packages, and workflows so every project could run smoothly and with clear expectations. I've managed websites, content strategies, and digital campaigns for small businesses needing real online presence. To keep everything organized, I integrated tools like **Notion** and **Trello**, improving client and team collaboration by over 40%. I also conducted market research, built a database of 50+ potential clients, and created outreach strategies that helped secure our first projects.

Founder & Educator @ English with Karla (Remote; Mexico/USA | 2019 – 2025)

I launched English with Karla to make learning English more cultural, approachable, and stress-free. I created a full digital learning ecosystem with a website, Notion dashboards, ebooks, and self-paced courses. With structured onboarding processes and an active online community, student retention increased from 50% to 85%. The project now offers private lessons, group programs, and self-paced courses, all with a focus on real-life learning, pop culture, and engaging digital tools.

Content Strategist & Social Media Manager (Freelance) (Remote; Mexico & USA | 2020 – 2023)

As a freelancer, I helped small businesses from various industries build their digital presence and connect better with their audience. I handled content planning, branding visuals, and social media campaigns while implementing Trello and Notion boards to streamline collaboration and reduce repetitive tasks by 25%. This approach led several brands to grow their social media following by over 30% and boost engagement by 20% in under six months.

Skills

Project Management: Notion, Trello, Asana, Google Workspace. **Methodologies:** Agile, Kanban, Workflow Design.

Digital Strategy: Marketing Funnels, Social Media Strategy, Content Calendars, Client Management. **Creative Tools:** Canva, Figma, WordPress, Elementor, Basic HTML/CSS. **Analytics & SEO:** Google Analytics, Keyword Research, Data Reporting. **Languages:** Spanish (Native), English (C2).