

ANA RAMIREZ

Mexico City, Mexico | ana.xyz@gmail.com | [linkedin.com/in/anaxyz/](https://www.linkedin.com/in/anaxyz/) | Personal Website

SUMMARY

- 7+ years of experience in marketing, growth strategy, and content for venture-backed B2B global startups in fintech and SEO content industries (20 – 100 employees).
 - Managed remote marketing teams of up to 4 members across time zones, delivering campaigns that drove a 5x increase in traffic and achieved a 3% conversion rate.
 - Achieved 1M+ impressions and generated \$10,000+ in revenue within 3 months by leading content strategy for social media accounts, enhancing brand visibility.
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PROFESSIONAL EXPERIENCE

Scale XYZ

Remote

Senior Marketing Manager

Ago 2023 – Present

ScaleXYZ is a Techstars-backed remote career platform that connects companies with 1M+ pre-vetted engineers, designers, and marketers across 190+ countries for full-time and freelance roles.

- Reporting to the Head of Marketing and managing a team of 2 social media specialists to grow YouTube and TikTok views from 0 to 10K in 6 months, increasing brand visibility in the U.S.
- Develop content strategy and copywriting for Arc's founder and brand LinkedIn accounts, generating 1M+ impressions and \$10,000 in revenue from B2B lead acquisition within 3 months.
- Led the product launch, achieving the #1 Product of the Day ranking, 2,500+ page views, and 450+ signups within 24 hours.

Scale XYZ

Remote

Marketing Manager

Dec 2021 – Ago 2023

- Served as Interim Head of Marketing, managing a team of 4 marketers and conducting A/B tests on landing pages, increasing website traffic by 5x within 30 days and achieving a 3% conversion rate.
- Launched Arc's influencer program in Latin America, leading to 10 developer hires and reducing CAC by 50%, supporting growth in a key emerging market.
- Executed targeted Meta and LinkedIn ad campaigns to promote an online job fair series, driving 30,000+ developer signups and 30+ employer signups, including Y Combinator and Techstars companies.

Content.xyz

Mexico City, Mexico

Community Manager

Jun 2020 – Jan 2022

Content.xyz connects businesses with vetted freelance writers to deliver SEO-focused content. Serving clients worldwide, it has produced over 50M words for brands like Pepsi and JP Morgan.

- Reported to the CEO and designed customer lifecycle strategies in HubSpot, reducing churn by 10% and increasing lead conversions by 30%.
- Scaled the writer and editor communities 4x by onboarding and managing 200+ freelancers worldwide, ensuring scalability for growing client demand.
- Authored and optimized the monthly community newsletter, achieving a 35% open rate and 40% CTR, increasing engagement and retention among 200+ freelancers.

TurboMap

Mexico City, Mexico

Community Manager

Sep 2019 – Feb 2020

TurboMap creates mobile apps to create visual content. Founded in Silicon Valley, it has over 260M downloads and 15M monthly active users across the U.S., U.K., and Japan.

- Directed Latin America content localization strategy, driving a 4x increase in app downloads and generating \$5,000+ in revenue within a month.
- Managed customer support operations for Latin America, resolving 250+ weekly tickets and improving retention in a key growth market.

GemXYZ

Mexico City, Mexico

Social Media Specialist

Mar 2015 – Feb 2018

EDUCATION**Mexican Valley University**, *Master's in Business Administration (MBA)*

2018 – 2020

Iberoamerican University, Bachelor's in International Business

2010 – 2014

TECHNICAL SKILLS

- Paid media & CRM: HubSpot, Meta Ads Manager, LinkedIn Ads, Google Tag Manager.
- SEO & content: Ahrefs, SEMrush, WordPress, Sendgrid.
- Creative: Figma, Canva, Miro, Adobe Creative.