

Karla Amaro

Marketing Professional | Brand & Digital Marketing

San Antonio, Texas 78244

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PROFESSIONAL PROFILE

Strategic marketing professional with experience across brand development, digital marketing, content strategy, campaign planning, and client-facing execution. Experienced in agency environments, freelance consulting, and leadership-driven marketing initiatives across healthcare, construction, non-profit, retail, and service-based industries. Recognized for blending strategic thinking with creative execution, consumer behavior insight, and high-performing campaign development. Award-winning marketer with proven success in national competitions, client strategy development, and cross-functional brand growth.

CORE SKILLS

- Strategic Thinking
- Messaging Strategy
- Marketing Strategy
- Project Management
- Performance Reporting
- Search Engine Optimization
- Campaign Planning
- Digital Marketing
- Brand Development
- Content Strategy
- Meta Business Suite
- Google Analytics

EXPERIENCE

Digital Marketing & Content Strategist

Nov 2025 - Present

Freelance/Independent Work | San Antonio, Texas

- Designed and built client website, structuring content and user flow to strengthen brand positioning and increase conversions
- Launched and optimized niche YouTube channel focused on ADHD-friendly ambient content and utilizing SEO-based keyword strategy resulting in 450 watch hours within 28 days of channel launch
- Developed marketing strategy, campaign planning, content systems, and website structure for small businesses and growing brands
- Supported brand positioning, customer experience mapping, and operational marketing systems for long-term scalability
- Managed client discovery, proposals, strategy development, and project delivery across multiple industries

Social Media Manager

Jun 2025 - Nov 2025

Tribu Creative | San Antonio, Texas

- Managed strategy and execution across 18+ client accounts in healthcare, construction, luxury apartment, staffing, boating lifestyle, and service-based industries
- Maintained an average engagement rate of 21.77% across Meta, LinkedIn, and additional digital platforms
- Built and launched social media strategies for brands with limited to no existing digital presence
- Developed content calendars up to two months in advance based on audience behavior, platform analytics, and strategic business goals
- Supported influencer marketing initiatives, community management, and consumer engagement strategies to strengthen brand awareness and trust

President

May 2024 - May 2025

American Marketing Association, Texas State University Chapter | San Marcos, Texas

- Led chapter rebrand, increasing member engagement by 52% through improved messaging, positioning, and outreach
- Directed and coordinated 60+ professional development events, campaigns, and initiatives aligned with organizational goals
- Managed cross-functional leadership teams, timelines, and deliverables while representing the organization in external and professional partnerships
- Oversaw national conference preparation, professional development programming, and member recruitment efforts
- Represented the chapter at AMA International Collegiate Conference and national competitions

Chief Marketing Officer

Jan 2024 - May 2025

McCoy College Student Business Council | San Marcos, Texas

- Owned brand strategy, messaging, and digital presence for the council and affiliated Student Success Center initiatives
- Developed and executed social media and promotional strategies that increased organizational awareness by 49%
- Drove a 64% increase in student engagement at Success Center events through targeted campaigns and content optimization
- Supported sponsorship outreach, partnership development, and strategic collaborations to increase brand reach
- Developed campaign to increase awareness and mission of newly established student organization on campus

Student Administrative Associate

May 2024 - Aug 2024

McCoy College Student Success Center | San Marcos, Texas

- Supported event coordination by assisting with setup, capturing event photos, and ensuring smooth program execution
- Collaborated with the Success Center Director to identify strategies that improved student engagement
- Contributed to promotional efforts by assisting with digital marketing and event promotion on the McCoy College website
- Helped maintain organized event materials, schedules, and administrative documentation to support daily operations
- Supported cross-functional collaboration between student organizations, faculty, and administrative teams during events

Digital Marketing Intern

May 2024 - Aug 2024

Global Career Accelerator, Texas State University | San Marcos, Texas

- Designed and built an e-commerce website informed by customer personas and user purchasing behaviors
- Conducted keyword research and market analysis to develop campaign messaging, value propositions, and brand positioning
- Developed content and campaign concepts aligned with brand positioning and customer engagement goals
- Applied SEO fundamentals and search intent research to improve website visibility and discoverability
- Gained hands-on experience in digital marketing strategy, e-commerce optimization, and integrated campaign development

Director of Communications

Oct 2023 - Jun 2024

American Marketing Association, Austin Professional Chapter | Austin, Texas

- Managed digital communication channels including social media, email campaigns, and monthly newsletters
- Coordinated communications that strengthened connections between the professional chapter and surrounding collegiate AMA chapters
- Ensured timely updates and consistent messaging across the chapter's communication platforms
- Collaborated with chapter leadership to develop communication strategies aligned with organizational goals
- Supported audience engagement through community-focused messaging and professional relationship building

Marketing Assistant

Jan 2022 - Mar 2022

University Advancement Department, Texas State University | San Marcos, Texas

- Supported donor engagement initiatives by assisting with communications and relationship management
- Maintained donor records and update information within the department's database
- Coordinated email outreach and mailed appreciation materials to strengthen donor relationships
- Assisted with day-to-day marketing operations including campaign coordination, scheduling, and administrative support
- Helped develop branded materials, promotional graphics, and presentation assets for marketing initiatives

EDUCATION

Bachelor of Business Administration in Marketing

May 2025

McCoy College of Business, Texas State University | San Marcos, Texas

Scholarship:

- Dempsy Serur Business Scholar

Relevant Coursework:

- Marketing Research
- Promotional Strategy
- Marketing Management
- Consumer Behavior
- Digital Marketing
- Strategic Management
- Web Design & Development
- International Marketing

Student Organizations:

- American Marketing Association (AMA)
- McCoy College Student Business Council (SBC)
- Women in Business (WIB)
- Hispanic Business Student Association (HBSA)

SELECTED PROJECTS

- **H&M Disposal Website:** Website built from scratch on Wix utilizing strong keyword strategy to build dominance within competitive area. Site design and copy focused on building authority as a local family business that's reliable and cares about each project.
- **"Goodwill is You!" Campaign:** Developed winning integrated campaign strategy focused on community connection, non-profit storytelling, and brand positioning for Goodwill San Antonio.
- **SBC Social Media Strategy & Brand Guidelines:** Created platform strategy, content recommendations, engagement analysis, and brand guidelines to improved organizational visibility and brand consistency.
- **Featured Content & Agency Work:** Collection of strategies, short-form video content, and other work created for clients as a Social Media Strategist at Tribu Creative (Password: AgencyWork2025).

PUBLICATIONS

Blog Contributions at Tribu Creative

- *The Internet is Obsessed with Nostalgia. Here's How Brands Can Keep Up.* Sep 2025
- *From Lineup to Loyalty: What Brands Can Learn from Music Festivals* Aug 2025

AWARDS & ACHIEVEMENTS

- AMA International Student Marketer of the Year Apr 2025
- Champion - Campaign in a Day Competition Mar 2025
- AMA Outstanding Chapter Apr 2024, Apr 2025
- Exceptional Leadership Award Dec 2024, Apr 2025
- Top 3 Sales Letter - Professional Sales Competition Mar 2024
- AMA Platinum Level Sponsorship Secured for \$1,000 Mar 2024
- 1st Place - AMA Mini-Case Competition Feb 2024
- 1st Place - Gerber Life Case Competition Oct 2023
- 2nd Place - AMA Mock Interview Competition Feb 2023
- 3rd Place - AMA LinkedIn Profile Competition Feb 2023

CERTIFICATIONS

- HubSpot Inbound Feb 2026
- HubSpot Content Marketing Feb 2026
- Digital Ads Specialist Aug 2024
- E-Commerce Specialist Aug 2024
- Intercultural Skills Aug 2024
- New Audience Development Project Aug 2024
- Relational Leadership Badge Apr 2024
- Communication & Trust Building Apr 2024
- Learning PPC with Google Ads Dec 2023
- Digital Marketing Foundations May 2023
- Surveys & Questionnaires for UX Projects Apr 2023
- Creating Interactive Tableau Dashboards Apr 2023
- Marketing Foundations Apr 2022

SPEAKING ENGAGEMENTS & PRESENTATIONS

Brand Roast & Revamp Workshop Mar, Nov 2025
Texas State University AMA Meeting & University of Texas in San Antonio AMA Meeting

Chapter Leadership Presentation: Membership Apr 2025
AMA International Collegiate Conference

First-Gen Celebration Speaker Nov 2024
McCoy College Student Success Center

Relational Leadership Ceremony Speaker Nov 2024
McCoy College Student Success Center

PRESS MENTIONS & FEATURES

- AMA Foundation - Impact Stories Feature Feb 2026
- Guest Speaker: Marketing Career Insights with Karla Amaro Nov 2025
- AMA Names Karla Amaro Student Marketer of the Year Apr 2025
- Karla Amaro Named Student Marketer of the Year Apr 2025
- Spotlight: 2025 AMA Student Marketer of the Year Apr 2025
- AMA Announces 2025 International Collegiate Award Winners Apr 2025
- 2025 AMA Collegiate Awards Announcement Apr 2025

ASSOCIATIONS & ORGANIZATIONS

American Marketing Association, San Antonio Professional Chapter

- Member Dec 2024 - Present

American Marketing Association, Texas State University Collegiate Chapter

- President May 2024 - May 2025
- Vice-President May 2023 - May 2024
- Director of Membership Aug 2022 - May 2023

McCoy College Student Business Council

- Chief Marketing Officer Jan 2024 - May 2025
- Founding Member Dec 2023 - May 2025

Women in Business

- Member Aug 2022 - May 2025

Hispanic Business Student Association

- Member Aug 2022 - May 2025

LANGUAGES

- English: Fluent
- Spanish: Intermediate

REFERENCES

Craig Miller, Professor & AMA Faculty Advisor

Department of Marketing
Texas State University
(512) 618-3999 | ctm54@txstate.edu

Ana Valdes, Vice-President '24 - '25

American Marketing Association
Texas State University
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