

MARKETING PORTFOLIO



ABOUT ME

I'm Karla, an award-winning strategic marketer focused on building brands through intentional storytelling and cross-channel execution.

I blend strategy, creativity, and authentic connection to develop marketing that is both meaningful and performance-driven.

Meaningful marketing comes from understanding people: their motivations, values, behaviors, and emotional connection to brands.



2025 AMA International Student Marketer of the Year



Champion - Campaign in a Day Competition



1st Place - Gerber Life Case Competition



Exceptional Leadership Award x2



AMA Outstanding Chapter Award x2

HOBBIES



Graphic Design



Video Editing



Photography



Website Design



Arts & Crafts



Games & Puzzles



MY WORK

Website & SEO

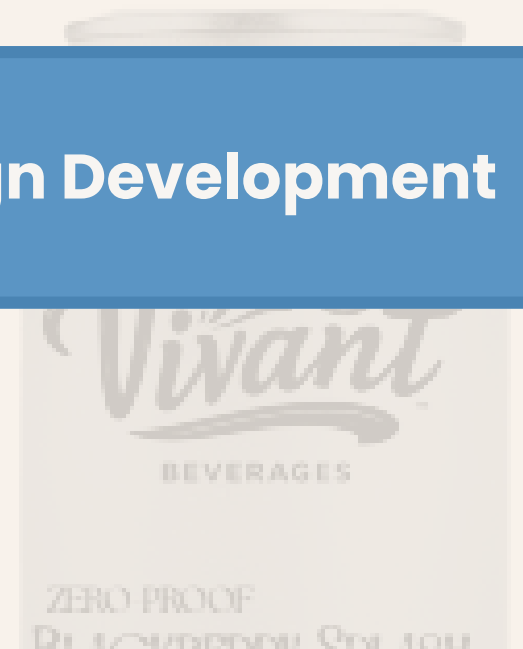
Social Media Management

Content Strategy

Email & Copywriting

Marketing & Brand Strategy

Campaign Development



WEBSITE & SEO

LOCAL COMMERCIAL & RESIDENTIAL WASTE DISPOSAL BUSINESS



Home About Sizes & Pricing Contact Us

RELIABLE ROLL-OFF DUMPSTER RENTALS

Family-owned and operated for over 3 years.
We deliver, you load, we haul it away.
Serving Georgetown, TX and surrounding areas.

Book Your Dumpster



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LOCAL FAMILY BUSINESS YOU CAN TRUST


OUR STORY

At H&M Disposal, we believe in doing things the right way - honestly, reliably, and with **real care** for our customers.

We've proudly served Georgetown, TX and surrounding areas for over 3 years helping homeowners, contractors, and businesses keep their project clean and on track.

What started as a small, family-run operation has grown through one thing: **trust**.

Not sure what size you need?



Contact Us

We'll help you choose the right dumpster.

PROUDLY SERVING CENTRAL TEXAS

We keep our pricing simple and upfront. Delivery and pickup are included within 30 miles of Georgetown. If you're a bit further out, we'll always let you know the additional cost before you book.

Included Delivery & Pickup Areas

- Georgetown
- Hutto
- Taylor
- Jarrell
- Round Rock
- Pflugerville

Extended Service Areas

- Salado
- Liberty Hill
- Leander
- Cedar Park
- Bastrop
- Austin

Need a Dumpster You Can Rely On?

Get a Quote Today



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LET'S GET YOUR DUMPSTER SCHEDULED

Have a question or ready to book? Reach out and we'll get you taken care of quickly.

Request a Quote

Please fill out the fields below

First name * Last name *

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F.A.Q.



H&M Disposal LLC

2026 H&M Disposal, LLC
Industrial & Residential Waste Solutions
Site Built by Karla Amaro Marketing

BUSINESS HOURS

- M - F 8:00 AM - 5:00 PM
- Sat 9:00 AM - 12:00 AM
- Sun CLOSED

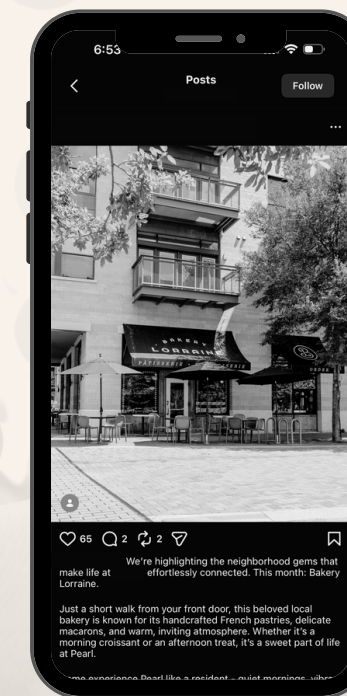
512.566.8173
hymdisposal@gmail.com

Se habla español

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.

SOCIAL MEDIA

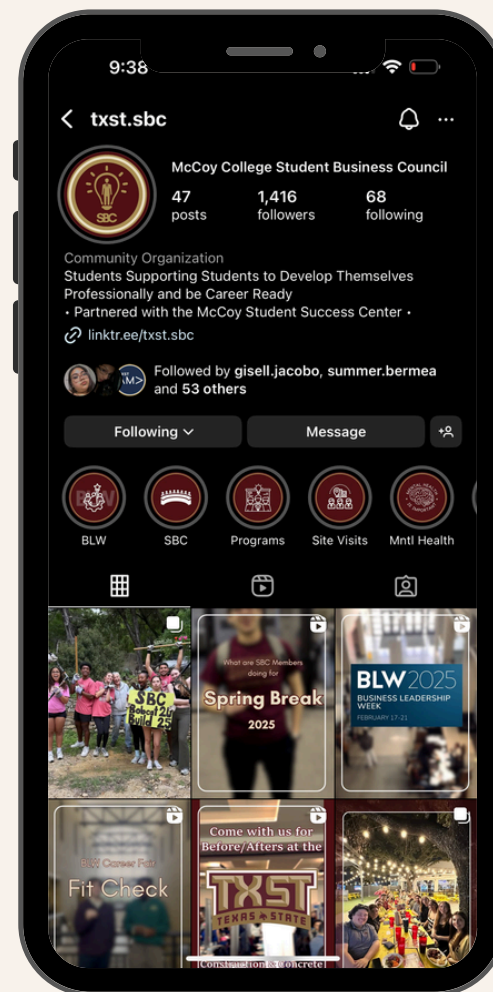
MARKETING AGENCY - ATHLETIC WEAR CLIENT SHOWCASE



Key content pillar within the marketing agency's social media with recent client work being showcased including photography, logos, and website redesigns. This post promotes a recent photoshoot done for an athletic wear client and the strategy/vision behind the shoot.

SOCIAL MEDIA

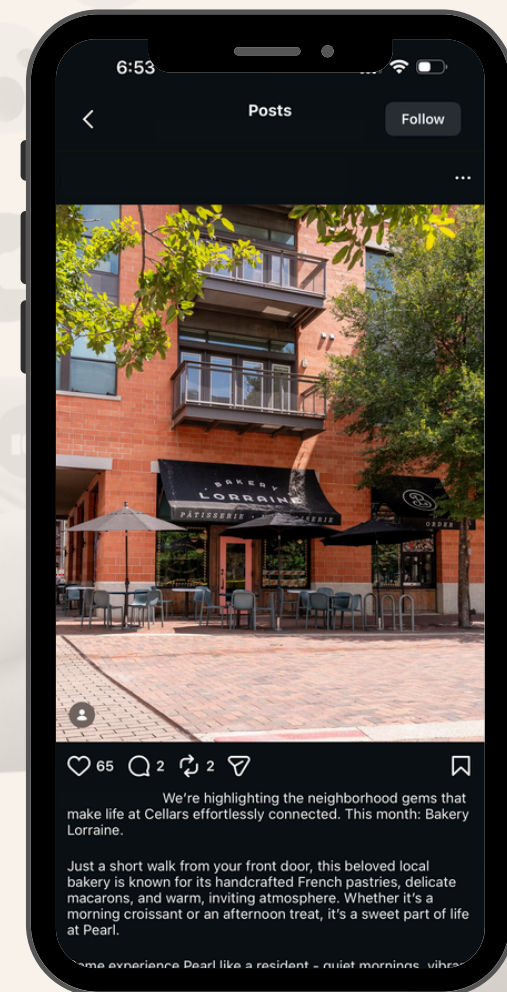
STUDENT ORGANIZATION AT TEXAS STATE UNIVERSITY



Creation and management of social media for newly established student organization on campus. Messaging focused on inspiring fellow students of the McCoy College of Business to engage with professional events with the Student Success Center.

SOCIAL MEDIA

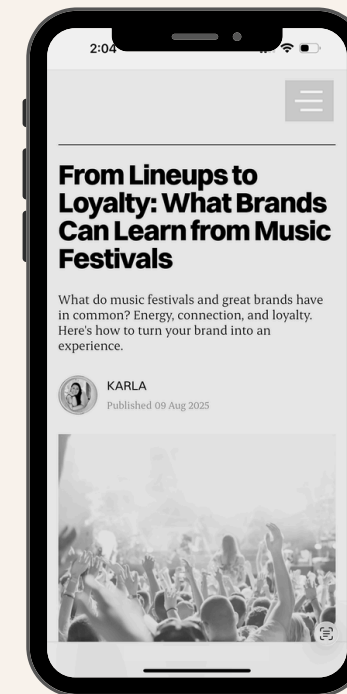
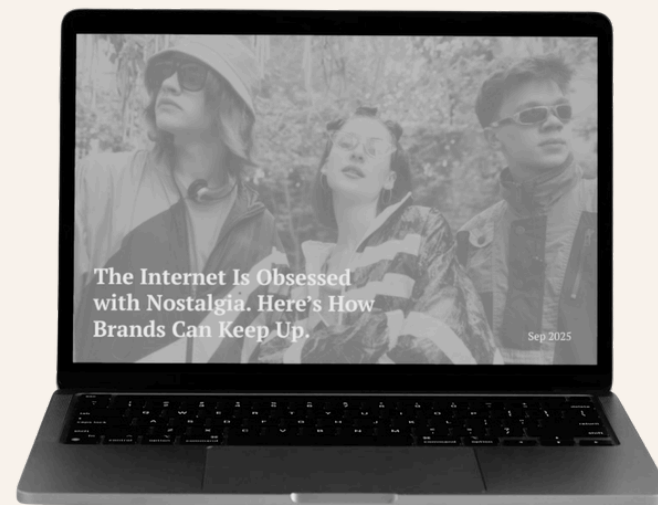
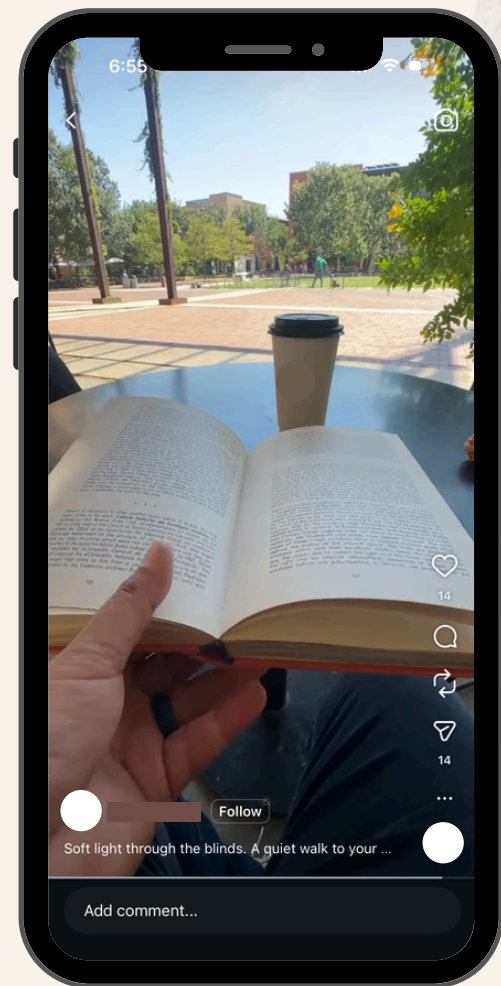
LUXURY LIVING COMMUNITY



Initiated monthly collaboration with local businesses within walking distance of luxury living community. Utilized post collab feature and tagging on Meta platforms to increase engagement and awareness of community.

CONTENT STRATEGY

LUXURY LIVING COMMUNITY

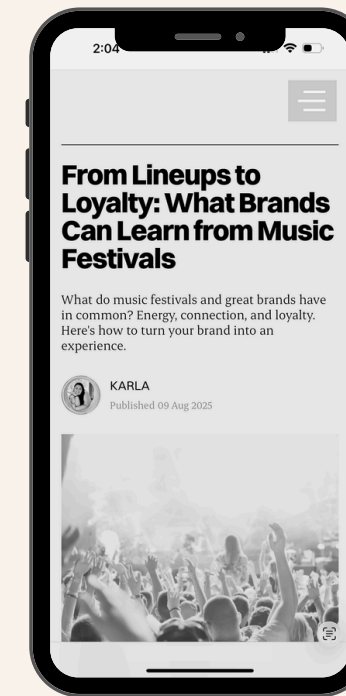
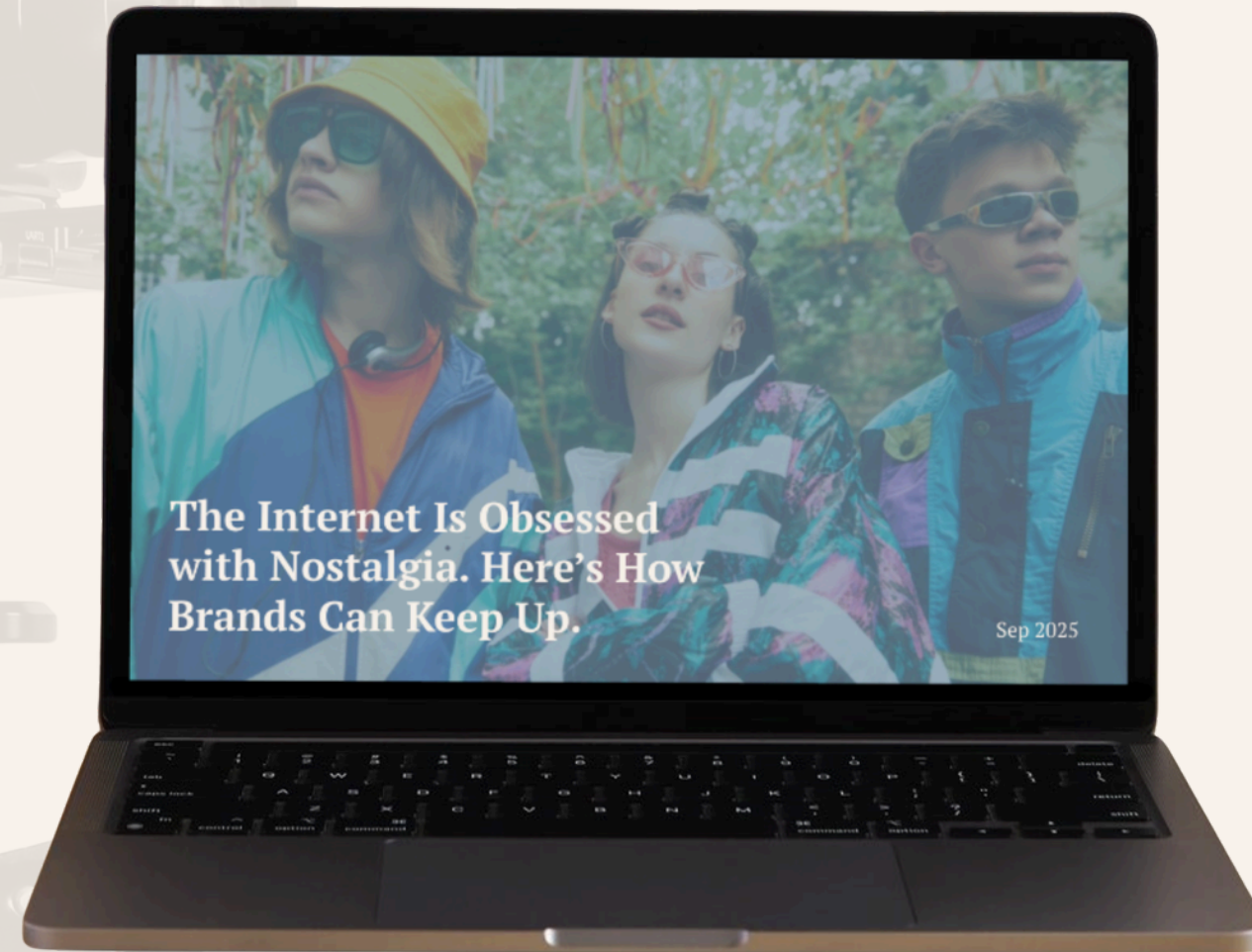


Implemented reels content strategy to showcase the exclusive amenities and benefits of the community. By providing a POV video, we are able to highlight the otherwise unknown gems.



CONTENT

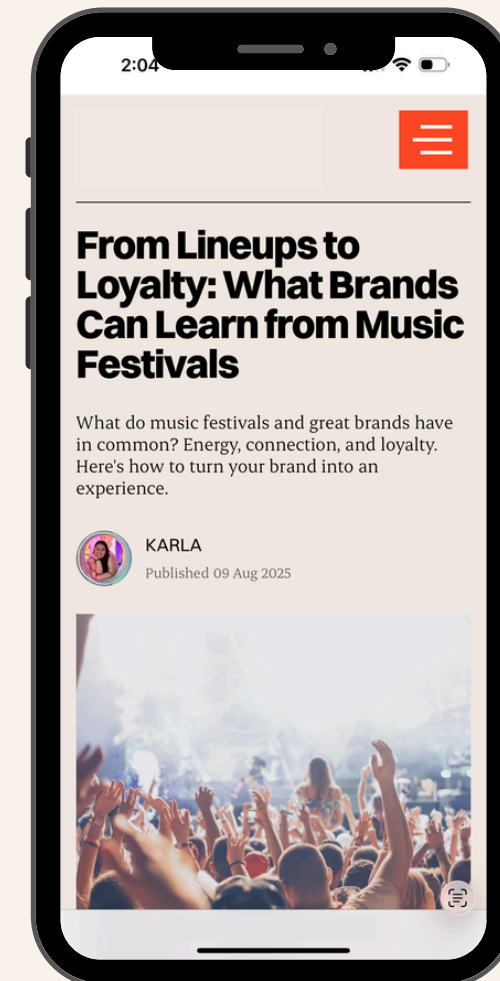
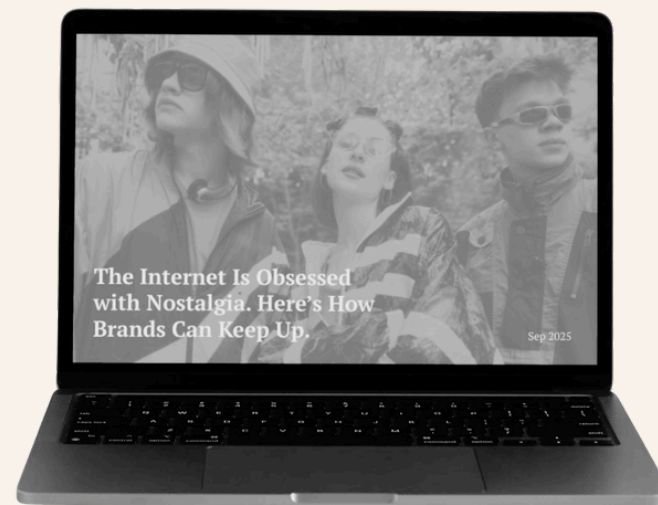
MARKETING CONSULTING BLOGS



Written for blog series that provides marketing insights, trends, and advice. Highlighted the always-popular nostalgia trend from a marketing perspective.

CONTENT

MARKETING CONSULTING BLOGS



During peak festival time, this blog was published to provide insights on the success of music festivals with ways to implement the same practices into their own brand.

EMAIL & COPYWRITING

STUDENT ORGANIZATION AT TEXAS STATE UNIVERSITY



Newsletter sent out to TXST AMA alumni to share recent events, chapter updates, and opportunities to give back to their former chapter. Sent via email to over 100 alumni with photos of current officer teams and methods to contact the executive board.

EMAIL & COPYWRITING

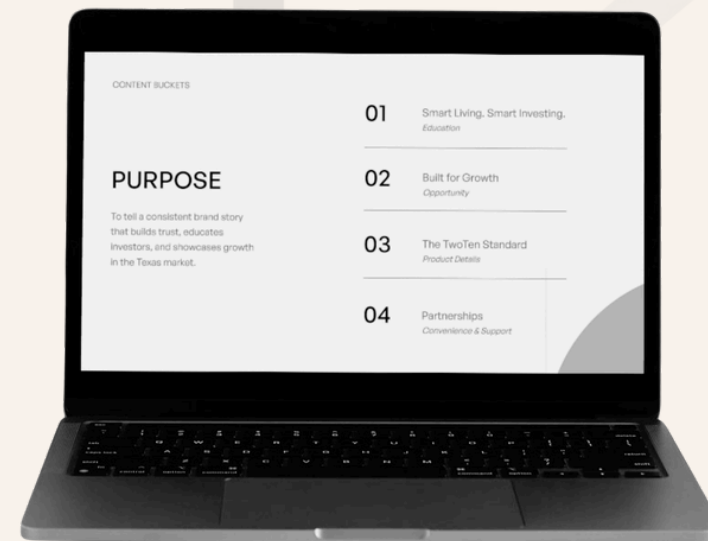
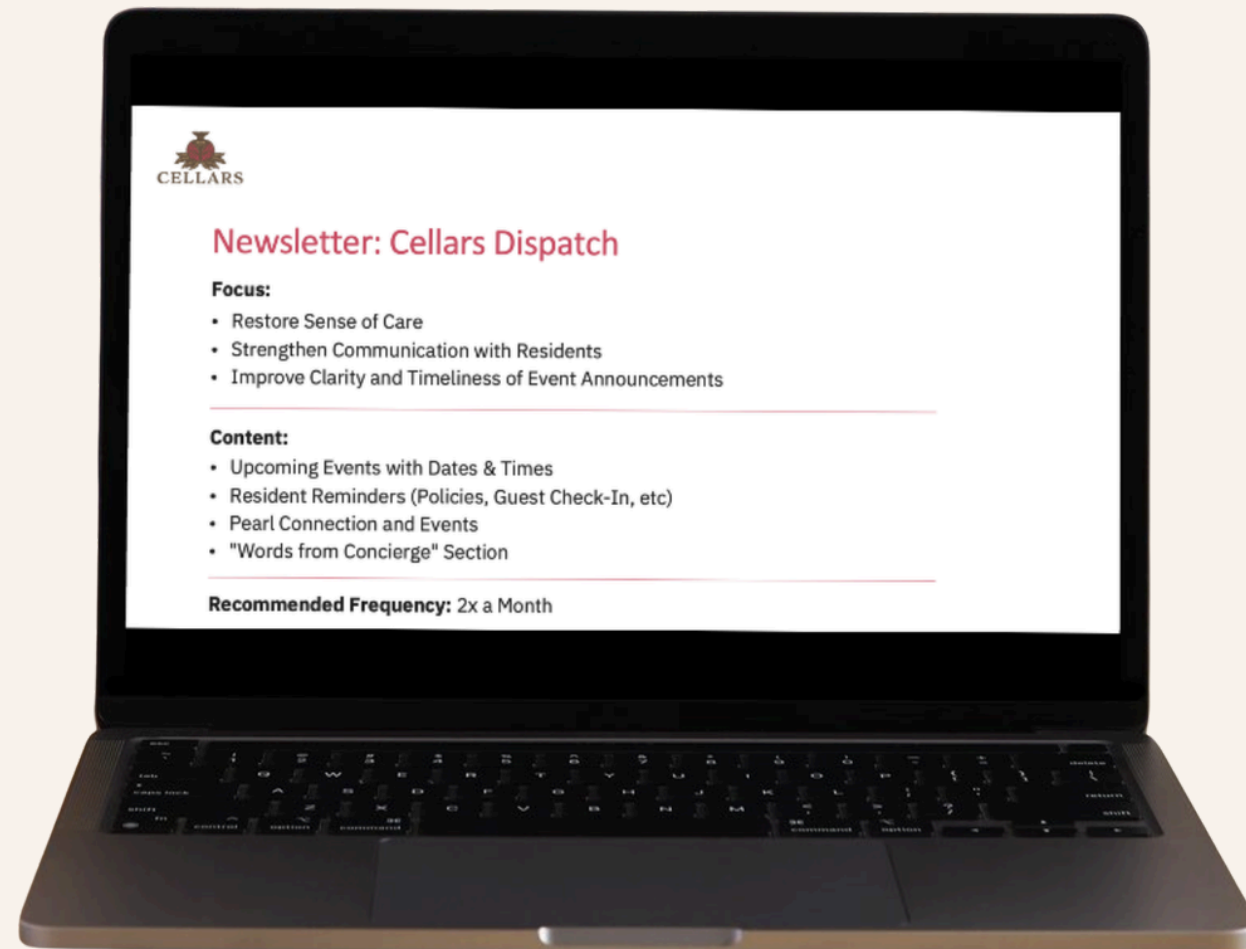
STUDENT ORGANIZATION AT TEXAS STATE UNIVERSITY



For a monthly newsletter on campus, I created a summary of our trip to the AMA International Collegiate Conference and end of year celebrations. The chapter had many celebrations to recognize including receiving the AMA Outstanding Chapter award and placing Top 10 in the Marketing Strategy competition.

MARKETING STRATEGY

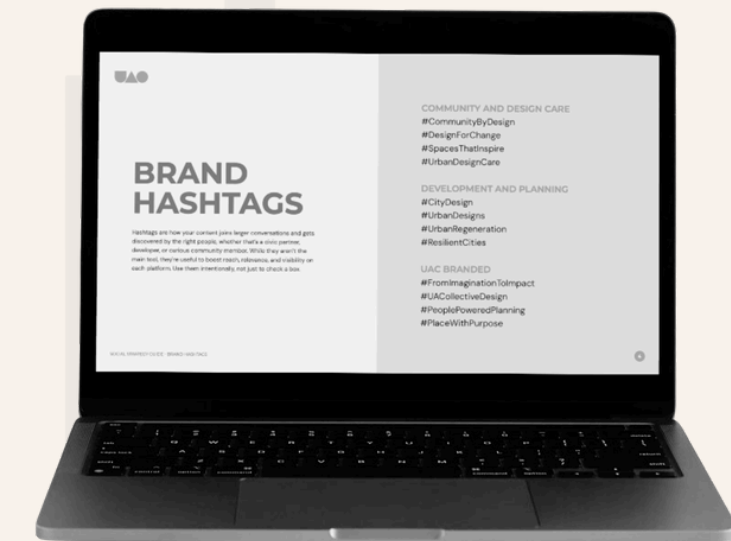
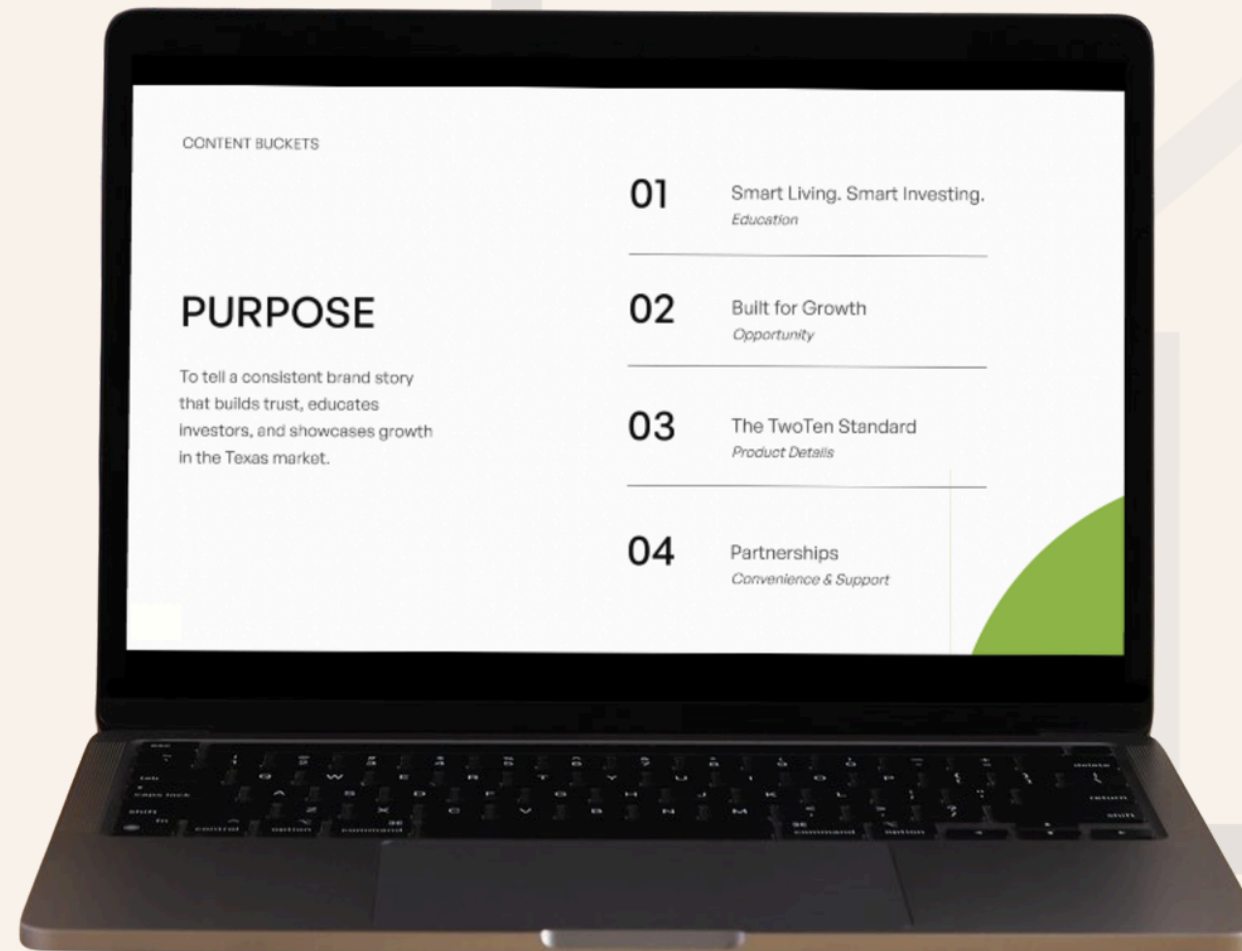
LUXURY LIVING COMMUNITY



Took resident feedback from recent survey to adapt communication strategy to address pain points. Strategy included social media, blogs, and a resident newsletter where the “ Words from Conceirge” section was added for policy reminders, announcements, and other community news/events.

MARKETING STRATEGY

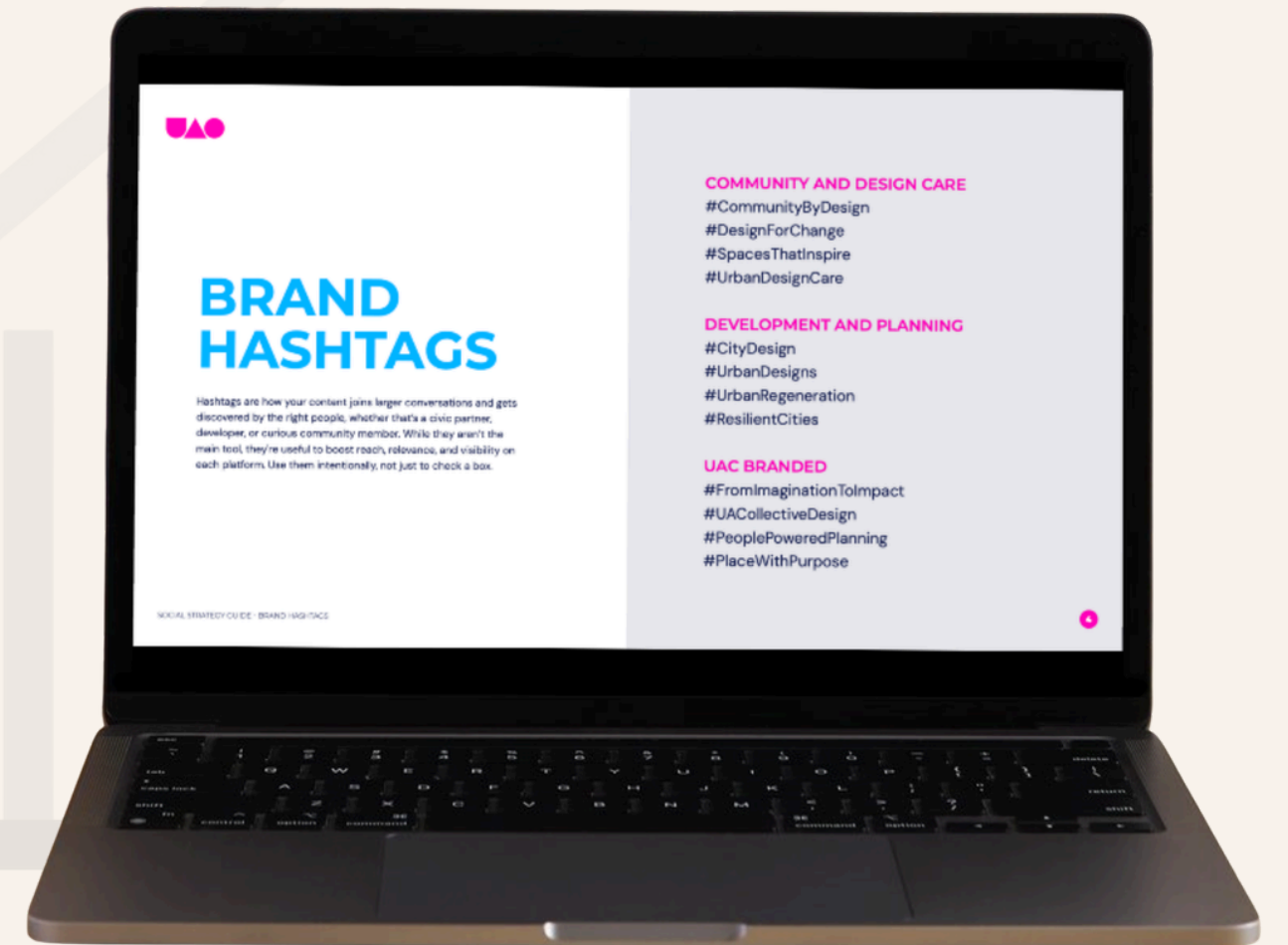
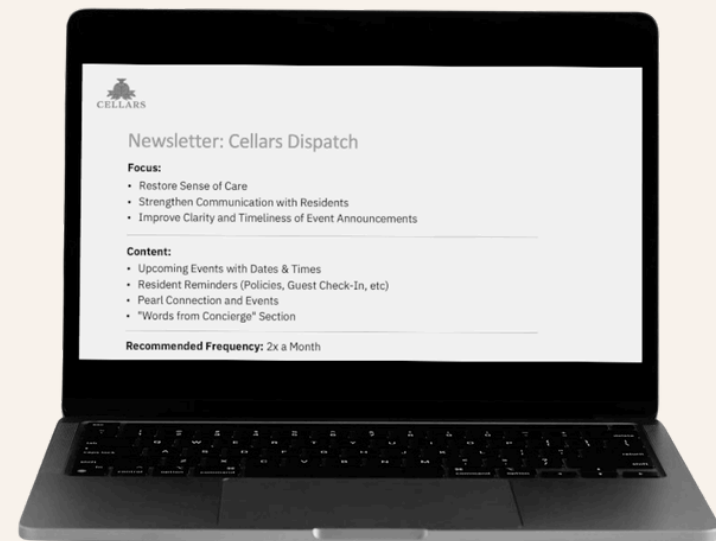
REAL ESTATE INVESTING



Developed a marketing strategy for a local construction company that sells newly built duplex homes. Built a targeted social strategy using customer personas and market opportunities to improve visibility and lead generation.

MARKETING STRATEGY

URBAN PLANNING & LANDSCAPE ARCHITECTURE



Created social media guide to pass off to client for an easy setup of a newly established company in urban planning. Guide included strategic choices in hashtags, content pillars, and posting frequency.

BRAND STRATEGY

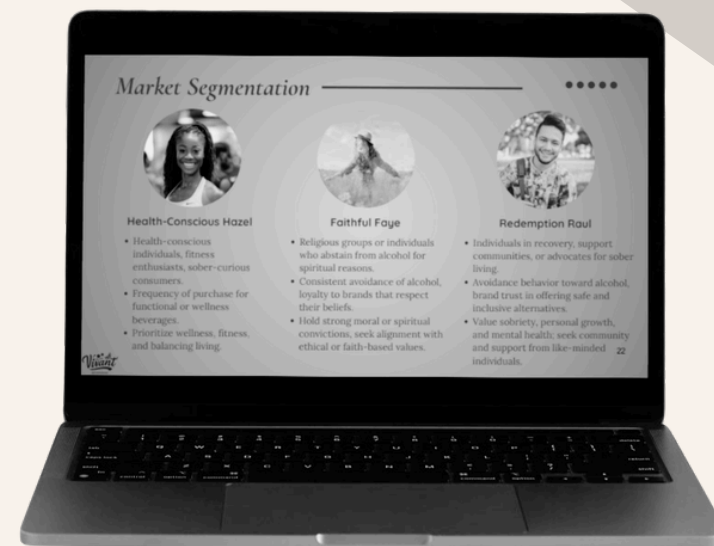
NON-ALCHOLIC BEVERAGES



Developed foundation for a new brand of non-alcoholic beverages that serves a different range of consumers at social events. Strategy included values & mission, relationship needs analysis, situation analysis, market analysis, and an established marketing mix.

BRAND STRATEGY

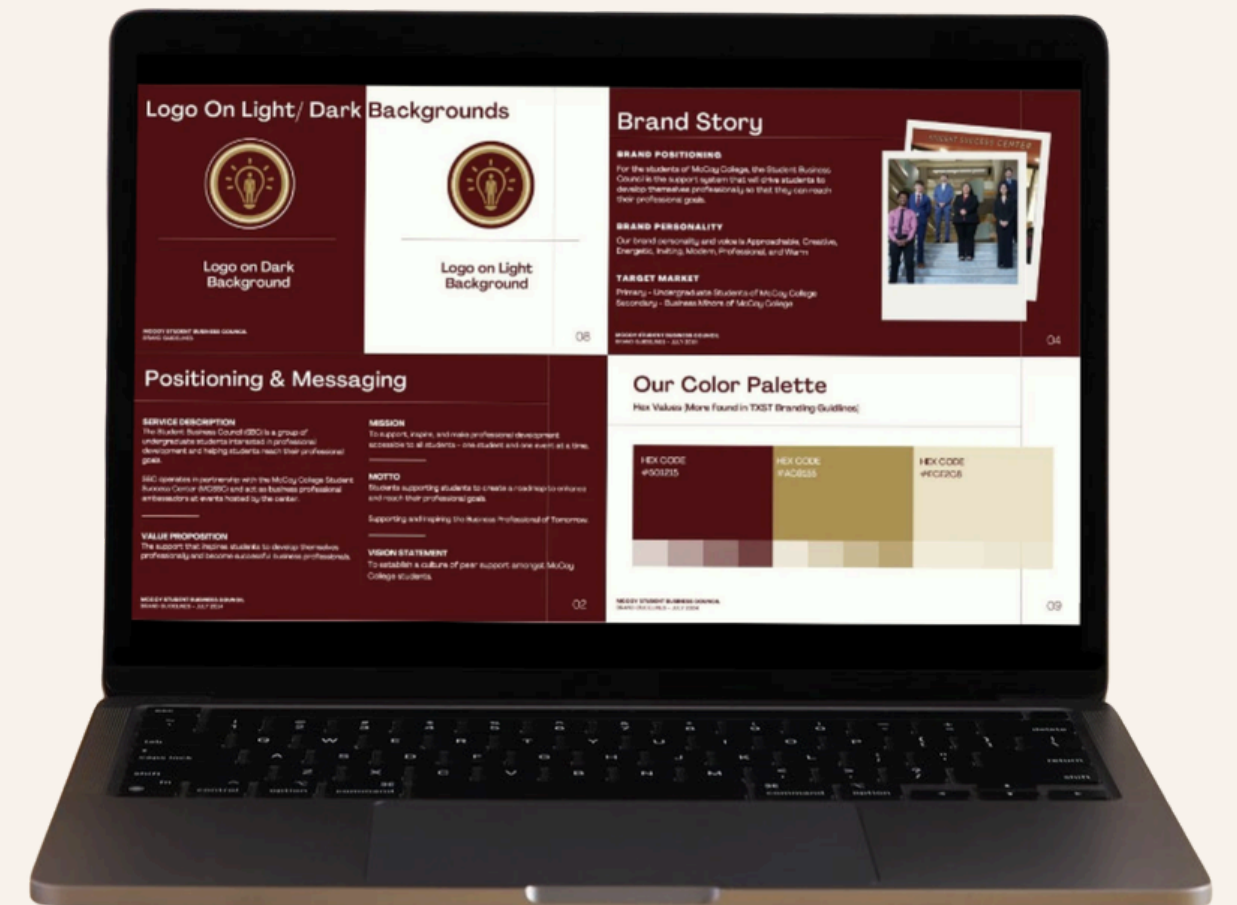
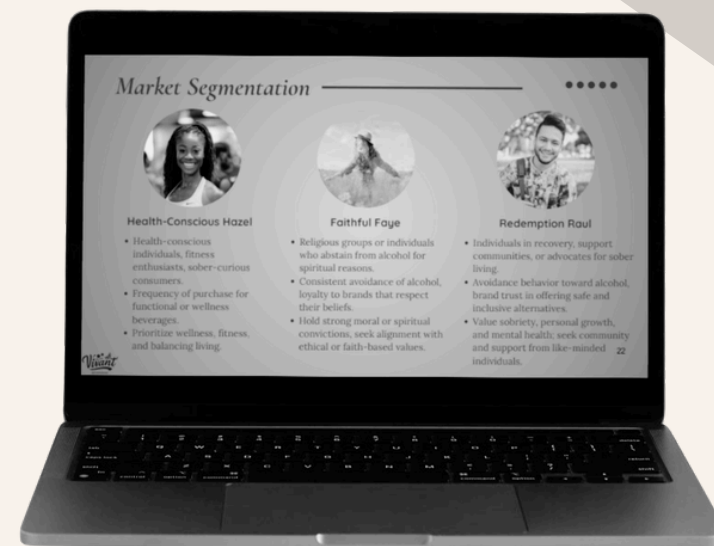
STUDENT ORGANIZATION AT TEXAS STATE UNIVERSITY



Led the planning and strategy behind the annual chapter plans for two years where goals and strategies were set to best serve the members of AMA at Texas State. An internal audit was conducted to establish the goals and budget that resulted in the chapter being recognized as an "Outstanding Chapter" for 2023-2024 and 2024-2025 at the AMA International Collegiate Conference.

BRAND STRATEGY

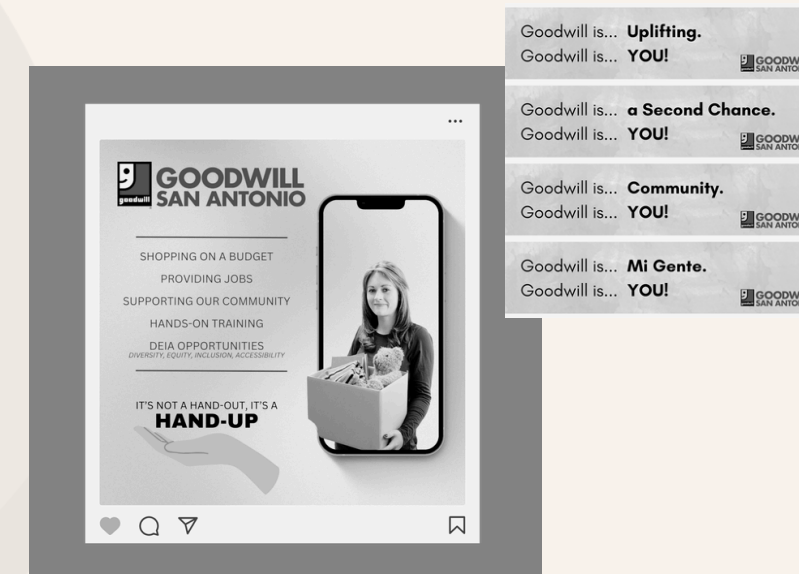
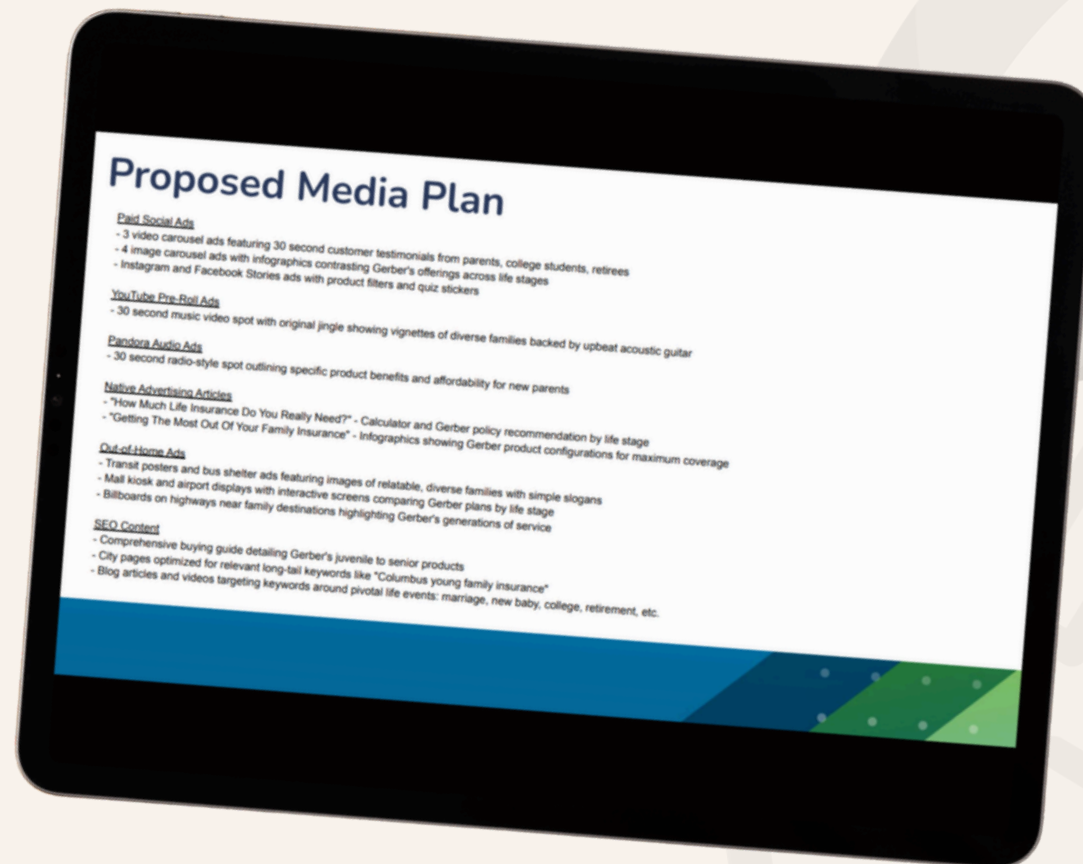
STUDENT ORGANIZATION AT TEXAS STATE UNIVERSITY



Developed full brand guidelines for newly developed student organization including positioning and messaging. Provided examples and brand assets for ease of transition of each social media manager.

CAMPAIGN DEVELOPMENT

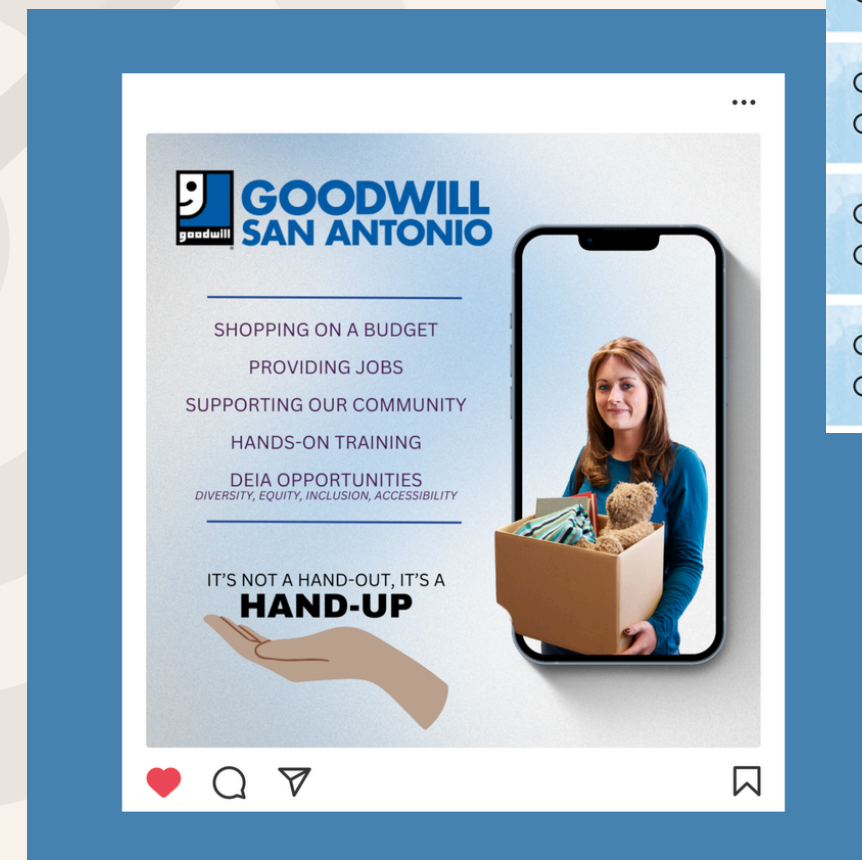
LIFE INSURANCE FOR ALL AGES



Award-winning campaign created to increase awareness of Gerber Life Insurance for all ages, rather than it's current perception of baby-focused packages. Media plan was based on common areas of exposure for Gen Z and Millennials as well retirees.

CAMPAIGN DEVELOPMENT

NON-PROFIT & CAREER ASSISTANCE



Award-winning campaign focused on increasing awareness of Goodwill's services and impact on the community. The "Goodwill is YOU!" campaign is targeted towards the Gen Z audience with UGC, Contests/Giveaways, and a campus ambassador program.

SKILLS + TOOLS

- ★ Communication & Leadership
- ★ Problem Solving
- ★ Project Management

- ★ Digital Marketing & SEO
- ★ Social Media Management
- ★ Content Planning

- ★ Marketing Strategy
- ★ Brand Management
- ★ Campaign Development

- ★ Event Coordination
- ★ Creative Direction
- ★ Messaging Strategy

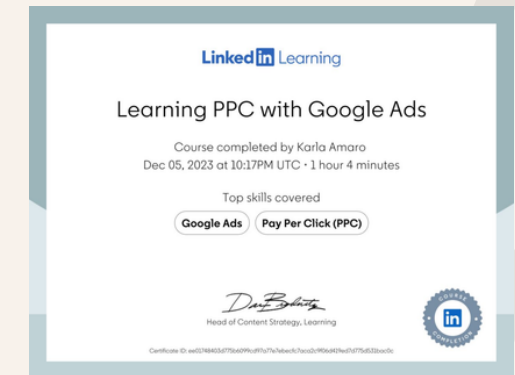


CERTIFICATIONS

KARLA AMARO

MARKETING PROFESSIONAL | DIGITAL CREATIVE

MAY 2026



Completed

Issued by
McCoy Ready

Achieved on
Apr 18, 2024

Verified

Relational Leadership Badge

This badge was earned through a 7-session seminar training series throughout a semester, totaling 25-hours of training and group work. I was selected to be part of a special group of student leaders who want to improve their "soft skills" of leadership. We developed skills such as: communication and self-awareness, trust-building and team work, conflict resolution, meeting relational needs of customers and team members, and we developed a strategic thinking plan for the Student Success Center at our university to help it serve student's education, career, and life well-being. We utilized tools like SWOT, SMART Goals, and Strategic Thinking to help our university improve their ability to positively impact the well-being of students throughout their college experience.

Completed

Issued by
McCoy Ready

Achieved on
Apr 18, 2024

Verified

Communication and Trust Building

This Communication and Trust Building Badge addressed the importance of building "caring-connections" and trust in all my relationships, personally and professionally.

- I became more aware of meeting others' relational needs like attention, support, respect, and encouragement.
- Through assessments and coaching, I was able to practice active and reflective listening.
- I also learned about the importance of appropriate vulnerability and expressing compassion in the workplace.
- I was able to understand and practice the skill of knowing and caring for those I interact with.
- This has helped improve relationships with friends, family, and workplace colleagues.

“ Client Testimonial

WOW you have exceeded our expectations. We love it

”

- Y. Mellado, H&M Disposal

“ Nomination Letter

I am truly impressed by her dedication and the impact of her work in marketing ... Karla has consistently demonstrated dedication in everything she's involved with ...

”

- A. Valdes, TXST AMA Vice President

“ Client Testimonial

I really enjoy how you often say 'we' as you're part of the mission and feel that we can trust you fully.

”

“ Client Testimonial

Passed on a few words to the boss about your strategy presentation, truly remarkable

”

“ Nomination Letter

I can tell you that Karla is one of the most dependable, capable and pleasant students I have grown to know...

”

- C. Miller, TXST AMA Faculty Advisor

A FEW WORDS FROM PAST CLIENTS & COLLEAGUES



LET'S CONNECT



(512) 744-3169



httpxamaro@gmail.com



www.httpxamaro.com



LinkedIn Profile

