

ISABEL CONTRERAS

Digital Marketing & Communications Specialist | Web & Graphic Design

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PROFESSIONAL SUMMARY

Creative and versatile Digital Marketing & Communications Specialist with 3+ years of experience in digital marketing, social media, website management, graphic design, branding, SEO, and digital communications. Experienced in building and maintaining WordPress websites, creating campaigns and visual content, supporting Google Ads and SEO initiatives, and developing practical web-based tools that improve business workflows. Combines strong visual communication with hands-on technical problem solving and stakeholder collaboration.

HANDS-ON SKILLS & TOOLS

Marketing & Content: Social Media Management, Content Creation, SEO, Email Marketing, Content Strategy, Google Ads Campaign Support, Performance Max Campaign Support, Google Business Profile Reporting

Web & Workflow: WordPress, cPanel, Website Content Management, HTML/CSS Working Knowledge, Website Migration, UX/UI, Internal Web Applications, Workflow Automation

Design & Branding: Adobe Photoshop, Illustrator, InDesign, Canva, Figma, Graphic Design, Branding, Visual Identity, Typography, Digital and Print Design

Additional Tools: Microsoft Office, Google Workspace, GitHub, AI-Assisted Development Tools

PROFESSIONAL EXPERIENCE

MARKETING & WEB DESIGNER

Numode Delivery Solutions | Vancouver, BC | 2025 - Present

WEBSITE, MARKETING & BRAND

- Contributed to the redesign and organization of 25+ WordPress pages, updating layouts, navigation, branding, content, and user experience.
- Supported on-page SEO and post-migration website maintenance, including metadata updates, technical checks, broken-link fixes, and redirect updates.
- Created social media content, promotional graphics, marketing materials, email communications, and branded digital assets.
- Supported Google Ads and Performance Max campaigns and reviewed Google Business Profile activity and performance.

INTERNAL STAFF PORTAL

- Designed and developed a role-based internal web application that digitized workflows for Dispatchers, Logistics staff, and Drivers.
- Built role-based access and customized interfaces for order collection, quote generation with predefined email templates, paid/unpaid order tracking, and payment-request links.
- Developed a customer payment information workflow with downloadable PDF records, reducing manual paperwork.
- Created Logistics tools for Bills of Lading and driver runsheets, plus Driver tools for daily routes, schedules, hours, and payroll-supporting records.
- Implemented the portal with custom code through cPanel and collaborated directly with company leadership to translate operational challenges into practical digital solutions.

PROFESSIONAL EXPERIENCE - CONTINUED

CUSTOMER SERVICE REPRESENTATIVE

Safeway Canada | Vancouver, BC | 2023 - 2025

- Provide customer service in a fast-paced environment while maintaining clear communication, organization, and attention to detail.
- Collaborate with the floral department to manage online orders and digital customer requests.
- Support promotions and product launches while following company communication and branding standards.
- Resolve customer questions and issues and identify opportunities to improve the customer experience.

DIGITAL MARKETING MANAGER

GPS Tracker CPS | Lewisville, TX | 2020 - 2023

- Created and managed social media content to support brand awareness, engagement, and marketing objectives.
- Designed digital and print materials for campaigns, promotions, and events.
- Updated website content and created newsletters and customer communications.
- Supported branding initiatives and maintained visual consistency across marketing channels.

EDUCATION

Graphic Design Certificate | British Columbia Institute of Technology (BCIT), Vancouver, BC
Expected August 2026

Training in visual communication, typography, branding, layout, digital design, print production, visual identity, Adobe Creative Suite, and Canva.

Diploma in Digital Marketing - Marketing Management | Greystone College, Vancouver, BC
May 2025

Three-year program focused on digital marketing strategy, social media marketing, branding, SEO, Google Ads, Meta Ads, email marketing, content creation, and analytics.

Diploma in Business Administration - Business Management | COBACH Nueva Tijuana, Tijuana, Mexico
August 2022

CERTIFICATION

Growth-Driven Design Certified