

KAREN FERNANDEZ

Senior Bilingual Content Strategist | Content Design, UX & Digital Experiences

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PROFESSIONAL SUMMARY

Senior bilingual content strategist with 7+ years of experience shaping digital content from research and strategy through writing, implementation, and performance analysis. Experienced in English- and Spanish-language content, localization, UX-informed web experiences, SEO/AIO, lifecycle journeys, content operations, and AI-assisted workflows. Skilled at translating complex ideas into clear, audience-centered content and building scalable systems that support consistency across brands, channels, and teams. Currently pursuing an M.S. in Information Design & Strategy at Northwestern University.

CORE EXPERTISE

Content Strategy & Design: Content strategy · UX writing · Landing pages · Information hierarchy · Audience journeys · Content audits

Bilingual & Multicultural Content: English/Spanish content · Localization · Transcreation · Cultural adaptation · Multilingual campaign content

Search & Optimization: SEO · AIO / AI search visibility · Search intent · Local SEO · Google Search Console · Analytics

Content Systems & Web: Content ops · Editorial workflows · Governance · AI-assisted workflows · Webflow · WordPress · Squarespace · Figma

PROFESSIONAL EXPERIENCE

Senior Content Strategist | Premier Early Childhood Education — Chicago, IL July 2024 – Present

Lead content strategy and execution for a national network of 160+ early learning centers across multiple brands, from audience and search research through creation, distribution, and performance analysis.

- Lead multi-brand content strategy across 42 brands, developing localized blog, social, web, and search content around parent needs, curriculum models, and local market context.
- Build SEO- and AIO-informed content frameworks that combine search intent, local relevance, structured FAQs, and school-specific messaging to improve organic and AI-search visibility.
- Developed an AI-assisted content workflow for a 160+ school network, using structured curriculum guidance, brand context, school information, and search requirements to create stronger first drafts while keeping human editorial review at the center.
- Built three lifecycle nurture journeys for families at different points in the enrollment process. In Q1, the sequences delivered 12,895 emails with a 49% overall open rate; the strongest individual email reached 72%.
- Interview education subject-matter experts and translate specialized curriculum concepts into clear, parent-facing landing-page content, information hierarchies, SEO copy, and UX recommendations.
- Create UX mockups and page-layout recommendations in Figma and partner with external web teams to guide landing-page and school-page implementation.
- Developed Spanish-language landing-page copy and campaign collateral for Preschool for All, adapting messaging, tone, hierarchy, and calls to action for Spanish-speaking families across web and print.
- Built and maintain a scalable content library supporting 160+ schools, with school-specific branding, reusable resources, request workflows, Asana automations, templates, and process documentation.
- Built an audit workflow combining Google Search Console, Google Business Profile, and SEO data to surface content, search, schema, and website optimization opportunities.

Marketing & Design Lead | Dream See Do — Remote *September 2021 – June 2024*

Owned content, digital marketing, and web experience strategy for a B2B organization, working directly with the co-founders to build the company's digital presence from the ground up.

- Designed and built a 15+ page company website from scratch in Webflow, owning the information structure, UX, website copy, marketing content, SEO, page design, and implementation with strategic input from the co-founders.
- Shaped site messaging and user flows around audience needs and business goals, turning complex service offerings into clearer landing pages and digital experiences.
- Led a UX-informed redesign of the company's internal application, collaborating with stakeholders from discovery through interface recommendations and implementation.
- Planned and executed end-to-end content and marketing campaigns across web, email, social, video, and podcast channels.
- Grew the company's LinkedIn audience by 180% in under 12 months and increased engagement from 1.5% to 16% through strategic content, including educational carousels and podcast content.
- Produced the company podcast from planning through scripting, recording, editing, promotion, and multi-channel repurposing; also created video explainers in Adobe Premiere Pro and After Effects.
- Built and automated email workflows in HubSpot and Mailchimp to nurture warm audiences through targeted content.

Marketing Specialist | Seattle Universal Math Museum — Remote *June 2022 – January 2024*

- Led content, SEO, email, social, and digital marketing efforts for a nonprofit organization working with a limited budget.
- Grew the newsletter audience from 500 to 1,000+ subscribers in 10 months while maintaining open rates above 40%, and increased Facebook and Instagram audiences by 114%+ through organic content strategy.
- Managed Google Ad Grant campaigns using keyword research and audience-focused messaging; created landing pages, infographics, flyers, booklets, and campaign materials in Squarespace and across print/digital channels.

Digital Marketing Manager | Chok Chok — New York, NY *June 2021 – May 2022*

- Managed content strategy and editorial calendars for three distinct brands, including two new-market launches.
- Developed and executed a bilingual English/Spanish content strategy to expand reach with multicultural audiences and adapted campaign messaging across channels while maintaining brand consistency.
- Wrote and distributed press materials to 21 media outlets and managed paid Facebook campaigns for a nonprofit client.

EARLIER EXPERIENCE

Marketing Specialist | Medijobs — New York, NY *November 2019 – October 2021*

- Increased website traffic by 60% through SEO, organic content, and digital marketing initiatives.
- Created landing pages and optimized email workflows to improve the user journey and support conversion.
- Created Facebook campaigns that contributed to a 30% increase in website registrations.
- Managed organic and paid social content across Facebook, Instagram, and LinkedIn.

EDUCATION

Master of Science, Information Design & Strategy | Northwestern University · Expected March 2027

Digital Marketing Certification | Hunter College

International Business Management | Universidad del Rosario

LANGUAGES

Spanish: Native · **English:** Fluent

TOOLS

Content & UX: Figma · Canva · Adobe Illustrator · InDesign · Premiere Pro · After Effects

CMS & Web: Webflow · WordPress · Squarespace · HTML · CSS

SEO & Analytics: SEMrush · Google Analytics · Google Search Console · Google Business Profile · SEO/AIO tools

CRM & Automation: HubSpot · Mailchimp · LineLeader · Procure · Asana · Workshop