

# KAREN FERNANDEZ

SENIOR CONTENT STRATEGIST | CAMPAIGNS, AUDIENCE JOURNEYS & DIGITAL EXPERIENCE

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## PROFILE

Senior bilingual content strategist with 7+ years of experience developing audience-centered campaigns, digital experiences, and content systems. Leads content initiatives for a national network of 160+ early learning centers, with experience in parent nurture content, audience segmentation, website optimization, and cross-channel marketing. Combines strategy, analytics, and hands-on execution to create useful experiences and scalable workflows. Pursuing an M.S. in Information Design & Strategy at Northwestern University.

## CORE EXPERTISE

Campaigns & Audience Journeys: Nurture content, audience segmentation, email marketing, messaging strategy

Content Strategy & Experience: Content design, UX-informed landing pages, information architecture

Digital Marketing & Optimization: SEO, AI search, analytics, content performance, experimentation

Content Systems & Operations: CMS, governance, AI workflows, marketing automation

Bilingual Communications: English/Spanish content, localization and transcreation

## PROFESSIONAL EXPERIENCE

### SENIOR CONTENT STRATEGIST | Premier Early Childhood Education Partners | Chicago, IL | Jul 2024-Present

- Lead content strategy and execution across a national network of 160+ early learning centers and 42 brands, supporting parent-facing websites, campaigns, and communications.
- Developed messaging strategy and targeted nurture content for three parent segments: new inquiries without response, families who toured but did not enroll, and paid waitlist families. Campaign reporting showed 12,895 emails delivered in a quarter and a 49% overall open rate.
- Directed localized content initiatives across 42 brands; blog sessions grew from 72 to 90 per month (+25% in Q1 2026), alongside 39,184 social impressions and 42 organic social leads in one quarter.
- Built and maintained a Canva-based library of 500+ reusable templates and curriculum-aligned resources, supporting consistent execution across schools.
- Developed editorial calendars, content frameworks, and multi-brand workflows; collaborated with cross-functional teams on implementation and ongoing improvements.
- Created UX-informed mockups and page recommendations in Figma for parent-facing landing pages and school websites, working with an external agency on development.
- Supported parent communication through LineLeader and Procure, and coordinated internal communications across the school network.

### MARKETING & DESIGN LEAD | Dream See Do | Remote | Sep 2021-Jun 2024

- Owned multi-channel campaign planning and delivery, spanning audience research, creative production, website content, email, and performance reporting.
- Streamlined newsletter production and automated nurture workflows in HubSpot and Mailchimp, with an average email open rate of 25%.
- Designed and developed a 10+ page responsive Webflow website, incorporating SEO and UX principles.
- Led a UX-informed redesign of an internal app interface, collaborating with stakeholders from discovery through implementation.
- Grew LinkedIn followers 180% (250 to 700+) in under 12 months and increased engagement rate from 1.5% to 16% through targeted content.

### MARKETING SPECIALIST | Seattle Universal Math Museum | Remote | Jun 2022-Jan 2024

- Grew newsletter subscribers from 500 to 1,000+ in 10 months while maintaining an open rate above 40%.

- Managed content, SEO, website updates in Squarespace, and Google Ad Grant campaigns to support community engagement.

#### **DIGITAL MARKETING MANAGER | Chok Chok | New York, NY | Jun 2021-May 2022**

- Managed social content and campaigns for three brands, including two launches; developed bilingual English/Spanish content and supported paid campaigns.

#### **MARKETING SPECIALIST | Medijobs | New York, NY | Nov 2019-Oct 2021**

- Increased website traffic 60% through SEO, paid, and organic marketing; Facebook campaigns contributed to a 30% increase in website registrations.
- Designed landing pages and optimized email workflows to support conversions.

#### **EDUCATION**

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Northwestern University | M.S., Information Design & Strategy | In progress (expected Mar 2027)

Hunter College | Digital Marketing Certification | 2017-2018

Universidad del Rosario | International Business Management | 2010-2015

#### **TOOLS & TRAINING**

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CRM & email: HubSpot, Mailchimp, Klaviyo, LineLeader, Procare | Web & CMS: Webflow, WordPress, Squarespace, HTML/CSS  
Analytics & search: Google Analytics, SEMrush, Google Ads, Google Business Profile | Design & workflows: Figma, Canva, Adobe Creative Suite, Asana, ClickUp, Workshop

Selected training: Asana Workflow Specialist; Google Ads; Canva for Work & AI Tools; HTML/CSS/JavaScript (SheCodes)