

Yeiry Arce Castellón

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Professional Summary

Digital Marketing Specialist with experience driving online visibility, lead generation, and user engagement through web content, social media, email, and SEO. Skilled in managing digital channels for global brands, optimizing campaigns with analytics, and ensuring adherence to best practices in accessibility, performance, and customer-centric communication. Combines creative design background with technical expertise to deliver impactful, measurable results.

Core Competencies

Digital Marketing: Social media campaigns, blog & content publishing, SEO, analytics, marketing automation.

Platforms & Tools: AEM, WordPress, Sitecore, Mailchimp, Google Ads, Meta for Business, HubSpot, Salesforce.

Analytics & Optimization: Adobe Analytics, Google Analytics, Search Console, Tag Manager.

Content Creation: Copywriting, blog editing, graphic design (Adobe Creative Suite, Figma).

Collaboration: Project management (Jira, Scrum), stakeholder communication, process documentation

Professional Experience

- **Senior Web Content Publisher – PGD (Publicis Groupe Delivery) | Nov 2024 – Aug 2025**
 - Worked within the Johnson & Johnson account, contributing to DAM setup, Veeva Vault content management, and component testing in AEM.
 - Created documentation and streamlined asset upload workflows aligned with the Design System.
 - Supported Front-End teams with GSAP animations, visual QA, and reusable HTML templates
 - Collaborated on digital marketing materials to ensure compliance with Veeva requirements and seamless publishing across platforms.
 - Mentored a junior team member while actively taking part in technical upskilling initiatives.
- **Web Content Manager – Accenture | 2021 – 2024**
 - Managed global updates across over 150 ExxonMobil sites using Sitecore CMS.
 - Applied accessibility best practices and implemented SEO optimizations.
 - Collaborated on A/B testing, campaign launches, and marketing analytics.
 - Created internal automation tools and asset audit processes.
- **Web Content Instructor – Academia 4.0 | 2022**
 - Taught HTML, CSS, JavaScript, SEO, and Google Analytics to aspiring web developers.
 - Designed interactive lessons and guided project-based learning.
- **Freelance Digital Marketing & Web Developer | 2015 – 2021**
 - Planned and executed digital campaigns across Google Ads, Facebook/Meta, and Mailchimp to drive qualified traffic and lead generation.
 - Built and maintained WordPress websites and blogs optimized for SEO, conversion rate and UX/UI performance.
 - Designed marketing visuals and assets aligned with brand guidelines, tracking KPIs to maximize ROI.
 - Developed and implemented marketing funnels, including landing pages, email automation sequences, and conversion workflows that nurtured leads through each stage of the decision journey using HubSpot.
- **Graphic Designer – The People Beat | 2012 – 2015**
 - Collaborated with global pharmaceutical clients such as GSK (GlaxoSmithKline) and Pfizer, creating visual materials for leading healthcare brands including Zentel, Panadol, Sensodyne, Corega, Advil, and Salt de Andrews.
 - Designed and produced a wide range of marketing assets, from internal branding and corporate signage to Key Visuals and advertising materials for large-scale campaigns including on social media GSK Caricam.
 - Developed email templates and digital layouts for promotional and educational content.
 - Created presentation decks and visual assets for internal documentation and Veeva-approved content.

Education

Diploma Web Developer - Cyber U 2013 | Diploma Graphic Designer - Colegio Universitario Boston 2011

Multiple professional courses and certifications in Digital Marketing, SEO, and Web Technologies.