



# Belinda Sanmiguel

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Multi-faceted digital content marketer with extensive experience in writing persuasive, thought-provoking, action-driving content.

## Work History

2017-03 - Current

### ● **Content Marketing Specialist**

*NorthShore Care Supply, Buffalo Grove, IL*

- Writes and produces high-quality content for the highest revenue driving email with over 15,000+ active subscribers.
- Authors, edits and researches content for blog articles reaching over \$7,000 in revenue within a 6 month period.
- Attains over 133,460 new users to the website with SEO optimized blogs and other educational web content within a 6 month period.

2014-06 - 2017-06

### ● **Digital Marketing Coordinator**

*NorthShore Care Supply, Buffalo Grove, IL*

- Grew Facebook followers organically from 3,000 to 13,000 within a 12 month period.
- Lead high priority projects between marketing department, freelancers and other third parties.

2011-02 - 2014-08

### ● **Customer Service Representative, II**

*Restaurant.com, Arlington Heights, IL*

- Received a customer satisfaction rating of 5+ on all inbound calls, chats and email within a 12 month period.

## Education

2017-01 - 2019-08

### ● **Bachelor of Arts: Music Business**

*Columbia College Chicago - Chicago, IL*

## Certifications

2019-08

- Hubspot Content Marketing Certified

2019-09

- Google Analytics Certified