

FABIANA QUINTERO SMITH

fabianaquinterosmith@gmail.com | 832-591-7447 | Houston, TX | www.linkedin.com/in/fabiana-quintero/

EXPERIENCE

Safety Vision | Houston, TX November 2024 - Present
Marketing Coordinator

- Partner closely with product development, sales, QA, and leadership teams to develop marketing assets including campaigns, emails, brochures, spec sheets, landing pages, and trade show materials.
- Own company social media strategy and execution, driving 164K+ total social media views and 19K+ engagements, including 12K+ link clicks across LinkedIn, Instagram, Facebook, and X.
- Analyze performance data, audience behavior, and industry trends to inform content strategy and identify growth opportunities.
- Manage a monthly LinkedIn newsletter, writing over 12 issues informed by interviews with internal subject-matter experts resulting in +1,400 subscribers.
- Produce video content using Premiere Pro and After Effects to support campaigns and brand storytelling.
- Support website updates focused on usability, SEO, and visual consistency.

ServerMonkey | Houston, TX October 2023 - October 2024
Digital Marketing Specialist

- Created and managed engaging content for our website, social media, email campaigns, and blog posts.
- Built and executed email campaigns to nurture leads, engage customers, and promote products.
- Managed email lists, segmentation, and track campaign performance.
- Tracked, analyzed, and reported on social media metrics to measure campaign success and refine strategy.
- Planned, strategized, and created LinkedIn ad campaigns, handling audience targeting and developing all creative assets to drive website traffic and engagement.
- Led the end-to-end management of two LinkedIn newsletters, from ideation and content creation to design, and publishing.

Department of Computer Science - The University of Texas at Austin | Austin, TX August 2021 - August 2023
Marketing, Design & Photography Assistant

- Developed engaging graphics and animations that are in line with the department's aesthetic using the Adobe Suite.
- Amplified event engagement and awareness by creating graphics, animations, and Instagram reels.
- Scheduled, filmed, and edited interviews, using Premiere Pro, to share on social media.
- Took high-quality portraits of faculty, staff, and students, and edited them on Lightroom and Photoshop.
- Utilized Eloqua to build emails, campaigns, and segments; and monitor metrics to measure their success.

SKILLS

Languages: English, and Spanish.

Software: HubSpot, Salesforce, Canva, Figma, Premiere Pro, After Effects, InDesign, Illustrator, Photoshop, Lightroom, Avid, Microsoft Excel, Microsoft Word, Microsoft Powerpoint, Hootsuite, Buffer.

CERTIFICATIONS

Email Marketing - HubSpot Academy - Mar 2026 · Apr 2028

Technical SEO and AI Search Essentials with Semrush - Semrush - Mar 2026 · Mar 2027

LinkedIn Certified Marketing Insider - LinkedIn - Aug 2024

Avid Certified | Media Composer Specialist - Avid - May 2023

EDUCATION

The University of Texas at Austin

Bachelor of Science in Radio-Television-Film - Moody College of Communication - GPA: 3.8

Minor in Business Administration - McCombs School of Business