

KARLA BENSON

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Creative marketer with a passion for digital engagement and audience growth

Stay-at-home mom who built a parenting blog and social media following of over 15,000. Skilled in content creation, analytics, and digital branding.

Key Skills

- Content planning
- Hashtag strategy
- Instagram and Facebook
- SEO basics
- Social media analytics

Education

Bachelor of Arts in Marketing
Florida International
University | 2016

Professional Experience

- January 2020 -
March 2023

Social Media Manager
Karla's Parenting Tips (Blog)
 - Created original content and grew Instagram audience from 0 to 15,000
 - Analyzed engagement data to refine posting strategy and increase reach by 45%
- June 2017 -
August 2018

Marketing Intern
Midtown Boutique, Miami, FL
 - Managed promotional campaigns and product features
 - Designed branded content using Canva