



YARITZA VACA

DIGITAL MARKETING SPECIALIST

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 209-992-2272  Stockton, CA

ABOUT

As a Digital Marketing Specialist, I am dedicated to merging effective marketing strategies with innovative design to deliver optimal results for my clients. I utilize my expertise in digital media marketing across various platforms, including podcasts, audio production, video production, photography, and editing. Proficient in Adobe Creative Suite, I craft visually compelling content that engages targeted audiences and helps businesses strengthen their online presence. Additionally, my skills in SEO analytics and website development enable me to drive engagement and increase conversion rates effectively.

EXPERIENCE

Multimedia Journalist

Stockton, CA | February 2025 - Current

- Visual Content Creation: I have the ability to take high-quality images and videos by focusing on storytelling through visuals.
- Audience Engagement: Created a compelling visual to help promote articles and engage with readers on social media.

Audio Production

Stockton, CA | Enero 2025 - Current

- Podcast Creator: Collaborated with team members to produce and edit a podcast for KWDC Radio through the use of Adobe software.
- Public Service Announcement: Delivered a scripted performance to assist in the production of an announcement aimed at conveying a specific message.

Licensed Brow Technician

Stockton, CA | January 2023 - Current

- Branding and Marketing: I develop comprehensive marketing strategies designed to attract and engage clients.
 - Social Media Management: I produce compelling content and actively engage with followers to foster a strong community.
 - Client Relationship Management: I am deeply committed to client satisfaction and dedicated to tailoring my services to deliver the highest quality experience possible.
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ACADEMICS

San Joaquin Delta College

Digital Media AA/Certification | Expected December 2025

Edison High School

High School Diploma | May 2020

SKILLS

- Strong verbal and written communication skills
 - Proficient in nonlinear editing with Adobe creative tools (Premiere Pro, Audition, After Effects, Photoshop)
 - Digital Marketing (Content, email, Google ads)
 - Web design
 - Search Engine Optimization (SEO)
 - Brand Management
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LANGUAGES

Spanish

English