

DAYANA CANO SALAZAR

MARKETING STRATEGIST & WEB DESIGNER

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PROFESSIONAL SUMMARY

Marketing strategist with experience in branding, web design, and content strategy for brands with a strong digital presence. I combine strategic thinking with hands-on execution: designing and developing websites in Framer, managing visual identity, photography, and content campaigns from start to finish. Strong foundation in bilingual communication and client management, with attention to detail and the ability to sustain efficient workflows in collaborative environments.

CORE SKILLS

Design & Web: Framer, WordPress, Figma, Adobe Photoshop, Illustrator, CapCut, Premiere Pro
Marketing & Content: Brand Strategy, Content Strategy, Community Management, Event Photography, Meta Ads Manager, Meta Business Suite, Google Analytics
Tools & Collaboration: CRM, Notion, Google Workspace, Slack, HubSpot
Languages: Spanish (Native) • English (Advanced) • Portuguese (Basic)

SELECTED PROJECTS

Master-Dek Guatemala — Brand Strategy & Creative Direction 2026
Launch strategy, digital identity, and creative direction to introduce the brand in Guatemala, positioning it as a premium reference for architects and designers.

Mega Lámparas — Content Strategy & Community Management 2026
Content strategy and editorial calendar; photography and video production to strengthen the brand's digital positioning with architects and contractors.

Grupo Aser & Corpoasa — Web Design & UX/UI 2026
Website redesign and development focused on conversion, communicating industrial climate control and refrigeration services.

AGI Guatemala — Creative Direction & Event Photography 2026
Visual communication and photography coverage for Semana de la Luz 2026 and Objeto de Luz 2026, two initiatives aimed at architects and designers.

PROFESSIONAL EXPERIENCE

Website Developer & Digital Marketing Support 2025 — Present
ReviUs

- Design and develop websites for direct clients using Framer, focused on responsive, conversion-oriented experiences.
- Delivered web experiences for restaurants associated with Revi, contributing to commercial proposals, UI/UX design, and visual customization for clients.

Virtual Assistant 2025
Adtech

- Managed CRM systems and client communication via email and chat; supported administrative and marketing tasks.

Bilingual Customer Support Representative 2022 — 2025
Advanced Call Center Technologies — BMO Phone Representative

- Provided bilingual (English/Spanish) support to banking clients across the U.S. and Canada, sustaining strong CSAT and first-call resolution.

EDUCATION

Bachelor's Degree in Business Administration — Marketing 2022 — 2025
Universidad Galileo

Master of Business Administration (MBA) In Progress
Universidad Galileo

Bachelor of Science and Literature — Computing 2016 — 2020
Colegio Mixto Mayaland