

MICAELA SABIO

Digital Marketing Specialist with 7+ years of experience driving ecommerce growth through paid media, social strategy, and content. Proven track record improving audience growth, campaign performance, and online sales across consumer and SaaS brands.

EXPERIENCE

Nuvole Mascotas — Social Media & Digital Marketing Specialist

2024 – 2026 | Remote

- Lead social media and content strategy across organic and paid channels for both B2C and wholesale audiences.
- Manage Meta Ads campaigns, including audience segmentation, budget allocation, performance analysis, and optimization.
- Generated **1.7M+ views and reached ~869K accounts in a single month**, including approximately **625K organic views**.

ShopYa — Social Media & Digital Marketing

2023 – 2024 | Remote

- Develop social media and content strategies for an ecommerce SaaS platform.
- Translate product features and technical concepts into clear educational and acquisition-focused content.
- Support positioning, customer acquisition, and funnel communication for an early-stage technology product.

Acorde a Vos — Founder & Digital Marketing Lead

2019 – Present | Argentina

- Built and developed an ecommerce brand from the ground up, leading digital marketing, social media, content, paid acquisition, and brand strategy.
- Manage Meta Ads strategy end-to-end, including campaign creation, audience segmentation, budget optimization, and performance analysis.
- Generated **240+ direct sales from marketing campaigns** and achieved **ROAS of up to 21.67**.
- Increased the brand's organic social media community by **120%+ year over year**.

EDUCATION

Coderhouse — Digital Marketing · Facebook & Instagram Ads

Convierte Más / Vilma Núñez — Digital Marketing · Funnels · Paid Media

LANGUAGES

Spanish Native and English B2