

# KAREN LEON

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## SUMMARY

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Bilingual professional with 9 years of combined experience in lead generation and creative marketing. Proven track record in optimizing digital campaigns, engaging clients, and communicating value across multiple touchpoints. Eager to apply a results-driven mindset, visual communication skills, and client-focused approach to a sales or marketing role.

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## WORK EXPERIENCE

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### **WAYPOST MARKETING**, Greenville, SC

*Brand Communications Specialist*, September 2025 – Present

- Produce press releases that enhance client visibility and reinforce strategic communications objectives.
- Coordinate and conduct client interviews to support case study development and storytelling initiatives. Conducted a client testimonial interview and transformed it into a case study, reinforcing client credibility and trust within the first month of the role.
- Oversee client testimonials and reviews across online platforms, collaborating with strategists and clients to craft effective responses. Developed review management templates and processes to help clients strengthen their online reputation across Google and Facebook within the first four months.
- Maintain brand consistency across websites, social media, and email campaigns.
- Manage press release distribution and track earned media coverage to evaluate impact and reach.

*Production Designer*, October 2022 – September 2025

- Collaborated cross-functionally with Creative Director, Vice President and account managers to deliver high-impact campaigns aligned with client objectives.
- Initiated and led A/B testing on ad design strategies, reducing CPC by 50.2% for a client, highlighting a keen ability to analyze performance metrics and optimize results.
- Created sales-driven marketing materials including brochures, digital ads, sales presentations, and trade show displays to support lead generation and client retention efforts.
- Crafted visually appealing website pages, including landing pages, service pages, city pages, team pages, and other customized sections to elevate client online presence.
- Developed and managed content for B2B and B2C-focused social channels, driving engagement and brand visibility among key audiences.

*Marketing Coordinator*, May 2021 – October 2022

- Served as a key point of contact for clients, understanding their goals and recommending solutions that aligned with their brand and drove measurable impact.
- Managed social media and newsletters for up to 11 clients, ensuring consistent messaging and engagement across various platforms.
- Helped drive measurable social media growth for clients, including an 83.05% increase in audience growth and 105.26% rise in cross-platform engagement for one brand within the first year.
- Led newsletter campaigns that achieved up to a 59.14% open rate and 5.93% CTR, the highest ever for the client. Regularly presented performance insights and strategy adjustments to internal teams, emphasizing strong communication skills.
- Worked closely with design and strategy teams to develop branded visuals and messaging that resonated with target audiences and contributed to lead generation.

## **REALPAGE, Greenville, SC**

*Senior Living Advisor, January 2018 – April 2021*

- Conducted an average of 30–40 inbound and outbound sales calls per day, qualifying prospects and successfully matching potential residents with appropriate senior living communities based on their needs and preferences.
- Trained four new team members over the course of two weeks, improving sales effectiveness.
- Promoted twice (Spring 2018 and Summer 2020) based on strong performance and leadership.
- Maintained a 3.95 GPA while working 36 hours per week, demonstrating excellent time management and a strong work ethic.

*Bilingual Marketing Associate, May 2016 – December 2017*

- Conducted up to 70 inbound calls daily, qualifying leads and entering them into the sales funnel for follow-up by leasing agents.
- Promoted and marketed the value of client communities, highlighting features and pricing to convert interest into action.
- Earned over 90% on performance evaluations consistently.
- Promoted to two client-specific teams, including a pilot program that grew into the company's largest contract.
- Successfully supported lead generation and conversion efforts in both English and Spanish.

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## **ADDITIONAL EXPERIENCE**

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- Social Media & Digital Marketing Intern – That Chick's Cheese (2021)
- Development Communications Intern – YMCA (2021)

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## **EDUCATION**

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**University of South Carolina Upstate; Spartanburg, SC**

*Bachelor of Arts in Communication, Minor in Communication Studies | May 2021 | Graduated Magna Cum Laude, GPA: 3.87*

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## **CERTIFICATIONS**

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- HubSpot: Email Marketing, Content Marketing, Client Management, Social Media Marketing I & II, Inbound Marketing, Growth-Driven Design, Contextual Marketing, and Digital Advertising
- Semrush: Social Media Marketing

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## **LEADERSHIP AND INVOLVEMENT**

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- National Society of Leadership and Success – Member (2020–Present)
- RealPage – Employee Culture Committee Member (2017–2021)

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## **SKILLS**

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- Spanish Bilingual
- Lead Generation & Prospect Qualification (Inbound/Outbound Calling, Needs-Based Selling)
- High-Volume Multitasking
- CRM & Marketing Tools (HubSpot, Loomly, Semrush, WordPress, Google Analytics, Looker Studio)
- Project Management
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro and lightroom) and Canva
- Social media (LinkedIn, Instagram, Facebook, X and TikTok)