CINDY FISET

Digital Marketing & Paid Media | Meta, Google & TikTok Ads | Bilingual English/Spanish

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Canadian Citizen · Fluent English & Spanish · Seeking fully remote roles

SUMMARY

I'm a bilingual (English/Spanish) digital marketer who handles media buying for NexLevel Direct, a lead-generation marketing agency. I manage ~US$10K/month in ad spend on Meta, Google and TikTok at a consistent 5–8x ROAS for clients in personal injury law, insurance, telehealth, home furnishings and hospitality. I create content, coordinate with our marketing team and work directly with clients on onboarding and reporting. My 9+ years in customer-facing roles help me understand what makes customers buy. I hold a Bachelor of Business Administration.

CORE SKILLS

Paid Social & Search · Media Buying & Budget Management · ROAS & Conversion Optimization · Lead Generation · Team Coordination · Client Onboarding & Reporting · Social Media Content (Reels, Graphics, Captions) · Bilingual Copywriting (EN/ES) · Campaign Reporting & Analytics

EXPERIENCE

Digital Marketing & Account Coordinator · **NexLevel Direct** — 2025 – Present · Remote

Media buying, content and account coordination for a lead-generation marketing agency

- Run media buying for the agency's clients on Meta, Google and TikTok across personal injury law (motor vehicle accidents), home, auto and life insurance and final expense, telehealth, home furnishings, and hospitality and restaurants.
- Manage ~US$10K/month in ad spend at a consistent 5–8x ROAS.
- Create Reels, graphics, carousels and captions for client social channels, and coordinate with the marketing team on campaign execution.
- Work directly with clients on onboarding, performance reports and campaign updates.
- Make sure every lead is tracked and followed up by partnering with the team on tracking and CRM setup.

Customer Service Representative · **Hacienda La Chimba** — Jun 2019 – 2025 · Costa Rica

Guest services, operations and digital marketing for a hospitality and tour company

- Ran paid social and search campaigns that drove profitable direct bookings.
- Created brand-awareness content (Reels, graphics, captions) and managed the business's social channels.
- Turned phone, email and social media inquiries into confirmed tour bookings in English and Spanish, upselling add-on experiences.
- Handled guest messages and complaints across all channels, plus reservations, client records, payroll and office administration.

Customer Service Representative · **Concentrix** — Apr 2019 – Feb 2020 · Costa Rica

- Supported members of a pharmaceutical insurance client on coverage and enrollment, meeting daily enrollment goals.
- Earned 100% quality scores in communication, listening, politeness and resolution; recognized by management and the client.

Receptionist & Customer Service Representative · **Jovenes Salon** — Mar 2017 – Mar 2019 · Costa Rica

- Managed front desk, bookings and client records; met daily retail sales goals; handled payroll and inventory.

TOOLS

Meta Ads Manager, Google Ads, TikTok Ads Manager, Salesforce, HubSpot, Google Analytics, Zapier, Canva, CapCut, Adobe, Microsoft 365, Google Workspace

EDUCATION

Bachelor of Business Administration (BBA), Universidad Internacional de las Américas (UIA), San José

Digital Marketing Certificate, Universidad Internacional de las Américas (UIA)