

VIVIANA VAZQUEZ



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EDUCATION

BACHELOR OF BUSINESS
ADMINISTRATION
CUNY Baruch College

ECONOMICS & FINANCE
CUNY City College

KEY SKILLS

Product Marketing

Project Management

Product Strategy

SEO Strategy & Marketing

Content Management

Communications

Strategic Partnerships

Copywriting & Editing

Financial Research

Digital Content Creation

Google & Microsoft Suite

Asana, Slack, Canva, MailChimp

Proficient in Spanish, Italian

HTML, CSS, Javascript

SQL & Data Analysis

AWARDS

D79 Rookie of the Year
NYC Dept. of Education
2020 – New York

Ira B. Zasloff Service Award
Baruch College
2018 – New York

EXPERIENCE

MARKETING & STRATEGY ADVISOR

[Debbie](#) / Remote / 9/21 – Present

Debbie is a pre-seed startup and the first debt to wealth product in the fintech space. Debbie was designed for and by immigrants, POC, and debt veterans.

- Increasing Debbie's product waitlist by 500% by advising the founding team in product marketing strategy, business strategy, and SEO strategy.

CONTENT MANAGER, PROJECT MANAGER, PROGRAM MANAGER

[CapWay, Inc.](#) / Atlanta, New York, Hybrid / 2/21 – Present

CapWay is a seed fintech startup in financial services. CapWay offers debit cards to the unbanked and underbanked population in the U.S. Additionally, CapWay promotes financial literacy and access to financial education through initiatives and financial products, such as Learn Money, Phunds, and The Money Room.

- Increasing published content by 300% while implementing content strategy, leading to an increase of 18K users in the last 30 days by managing the content team and increasing content partnerships.
- Designing, and launching Phunds, our digital financial literacy curriculum, partnering with 50+ schools and organizations to pilot the digital product.
- Increasing web traffic by 90% and ranking #1 on Google for terms such as Group Economics, by implementing SEO strategy and data analysis.
- Curating weekly newsletters with financial content for 10K+ subscribers via SendGrid and MailChimp resulting in a weekly 34% unique open rate
- Growing Learn Money monthly visitors by 18K+ by using marketing growth strategies and analysis of engagement metrics on Google Analytics

FOUNDER, COMMUNITY MANAGER, CONTENT CREATOR

[OverGenPoverty](#) / New York / 2/21 – Present

Overcoming Generational Poverty, or OverGenPoverty, is an online community created for first-generation wealth builders. Our community especially welcomes and supports those overcoming generational cycles of poverty and financial trauma.

- Growing OverGenPoverty on Instagram by 2.2K+ users and reaching over 30K+ users per week, by consistently growing community engagement.

CURRICULUM WRITER, GOOGLE IMPLEMENTATION LEAD, TEACHER

New York City Department of Education / New York / 9/18 – 6/20

Teaching Fellows NYC is a two-year teaching fellowship program, which places individuals with non-traditional backgrounds in underserved public schools.

- Launched and piloted a digital Financial Literacy curriculum, which was recognized by NYC Chancellor Carranza, and implemented district-wide.
- Partnered with Google to implement Google Classroom for all subjects across schools in District 79 and fully onboarded students and teachers.

CERTIFICATIONS

- *Received* - SQL Beginners, On-Page and Technical SEO, Content Marketing, SEO Fundamentals, Digital Marketing for SMBs.
- *In Progress* - HTML, CSS, Javascript Fundamentals, Certified Financial Education Instructor (CFEI), Semrush Site Audit Certification, Technical SEO Certification, and Mobile, International and Local SEO.