

Magaly Carapia

Content and Social Media Strategist

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☎ 442 124 7158  [Magaly Carapia García](#)



Specialist in digital marketing and content strategy, possessing expertise in social media, content creation, and community management.

I integrate creativity and strategy to craft content, campaigns, and digital experiences aligned with brand objectives.

EDUCATIONAL BACKGROUND

MONDRAGON UNIVERSITY MEXICO

Bachelor of Science in Marketing

GRAPHIC DESIGN CERTIFICATION (ADOBE)

ICATEQ

COURSE "INBOUND MARKETING"

HubSpot Academy

SKILLS

- **Marketing:** Content Strategy · Digital Marketing · Social Media · Community Engagement · Campaign Oversight · Influencer Partnerships
- **Tools:** Meta Advertising · TikTok Advertising · Google Advertising · Canva · CapCut · Adobe Creative Suite · Google Analytics
- **Languages:**
 - Spanish – Native ·
 - English – Upper Intermediate



[Look at my work](#)
Portfolio

PROFESSIONAL EXPERIENCE

CONTENT CREATOR STRATEGIST AND COMMUNITY MANAGER

Exploria Group

[@travelerswithcause](#) [@wildnwonder.travel](#) [@lunamoon.mx](#)

2025 - Actual

- Development of content strategies for social media platforms.
- Planning and execution of digital campaigns.
- Management and development of digital communities.
- Instagram growth from 22.7K to 48.2K followers at @lunamoon.mx.

CONTENT AND INFLUENCER MARKETING ASSOCIATE

[@robertaconmaleta](#) [@alexdenomada](#)

2026- Actual

- Creation and editing of content for social media platforms.
- Development of content concepts and strategies.
- Research on digital trends and formats.

DIGITAL MARKETING

[Institute for the Future](#)

2024 - 2025

- Development of marketing and content strategies.
- Campaign management in Meta Ads, TikTok Ads, and Google Ads.
- Assistance in projects, collaborations, and events.