Marketing PORTFOLIO

By Lisbeth Morera

Not louder. Just better.

TO HELP BRANDS CONNECT

with their audiences in meaningful ways, whether through thoughtful content, impactful campaigns, or a stronger digital presence. I'm eager to bring fresh ideas, a collaborative spirit, and a results-driven approach to every project.









Navigate my portfolio for a clear and engaging journey through marketing, content creation, and linguistic expertise.

Social Media

Creative Assets

Email Marketing

<u>Blogging</u>

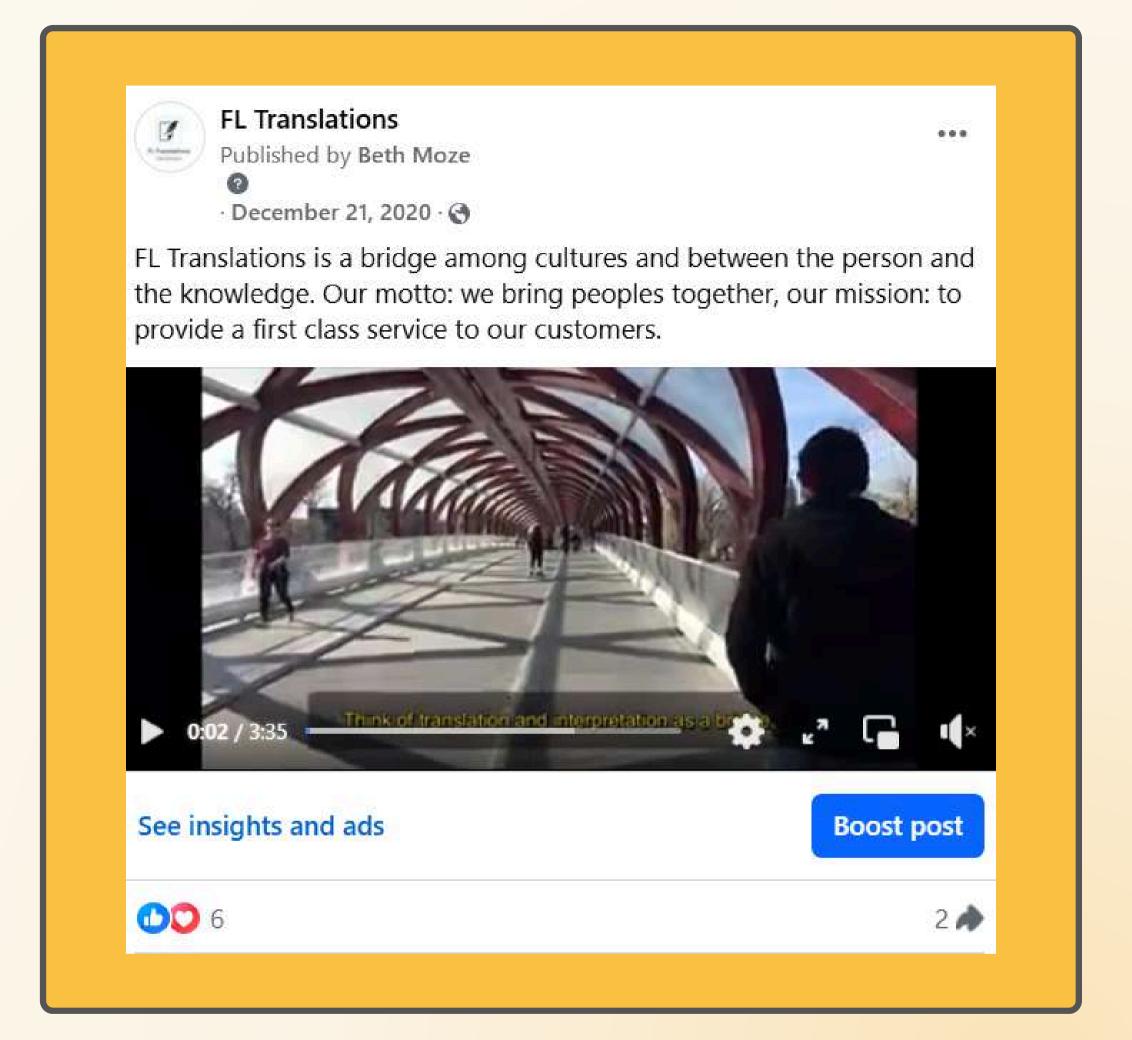
About Me

SOCIAL MEDIA

FL Translations Brand Video

FL Translations is my part-time translation business, where I manage all marketing efforts. This brand video conveys our company's vision, mission, and values through a compelling storytelling approach. I crafted the script and edited the video to align with our brand identity.

(Edited with Adobe Premiere Pro.)



Watch video

SOCIAL MEDIA



EVENT PLANNING

Reynolds Financial Solutions Open House Event

I coordinated this event as part of a strategic branding and engagement initiative. The event generated 34 leads with a **33%** conversion rate, reinforcing its success in driving client interest and business.





Award Celebration Post for Reynolds Financial Solutions



An example of my social media work, this post highlights team achievements while reinforcing brand credibility. Crafted to engage the audience and showcase company culture.

(Content strategy, copywriting, and visual coordination by me.)

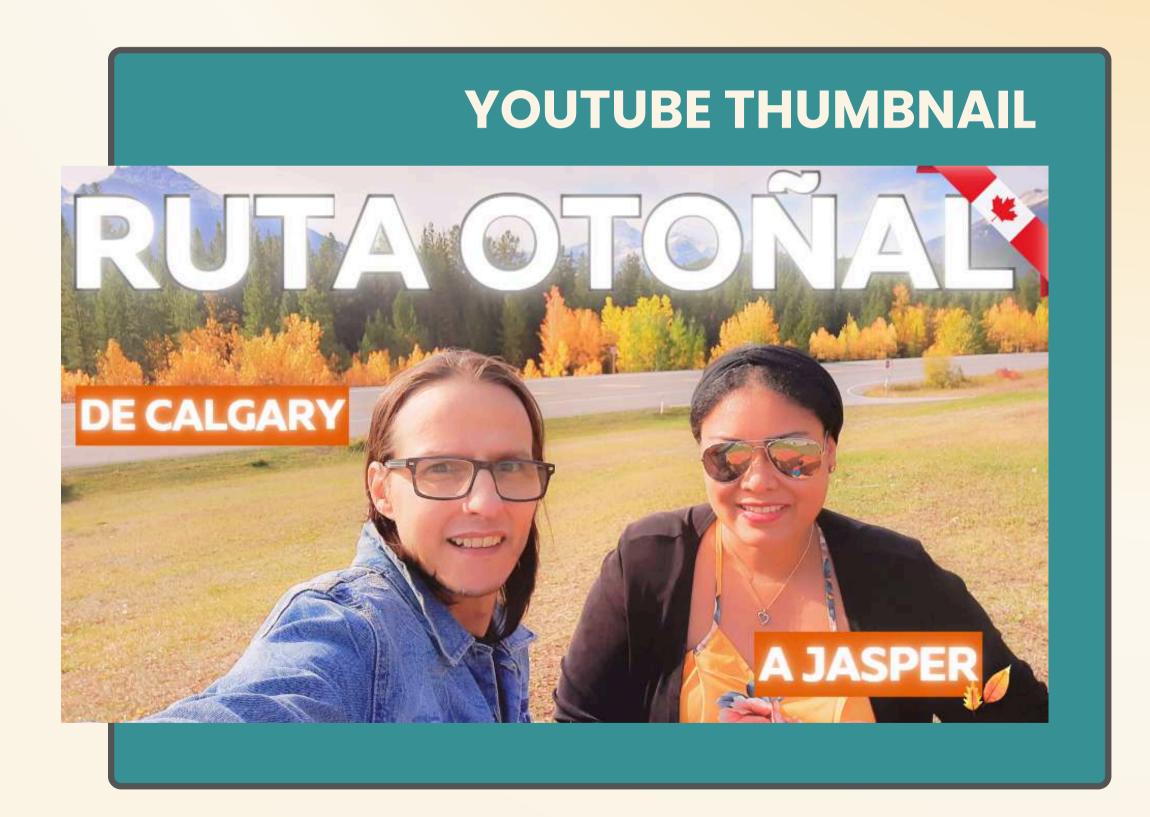
CREATIVE ASSETS

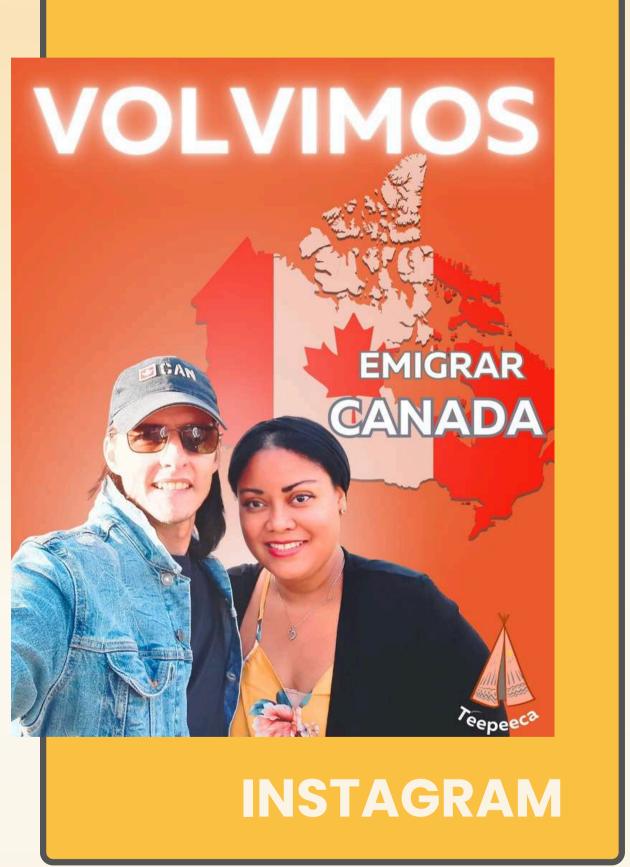
Teepeeca is a YouTube channel in Spanish about Canada, created to promote FL Translations and target a specific audience.

- YouTube Thumbnail –
 Optimized for clicks and viewer interest.
- Instagram Post Designed to engage the audience and reinforce brand messaging.

(Created with Canva.)

CONTENT CONTENT

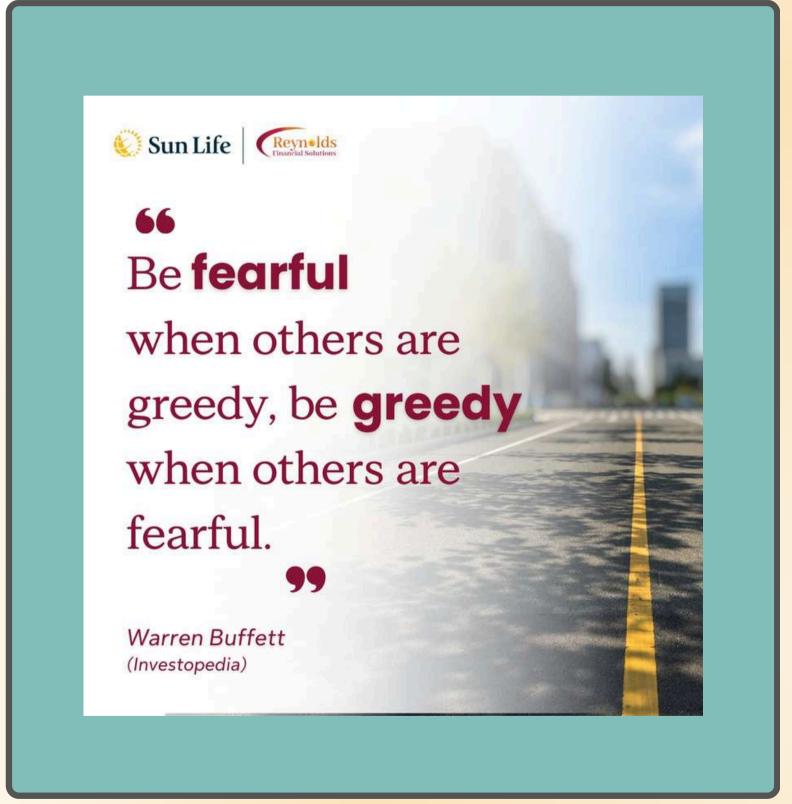


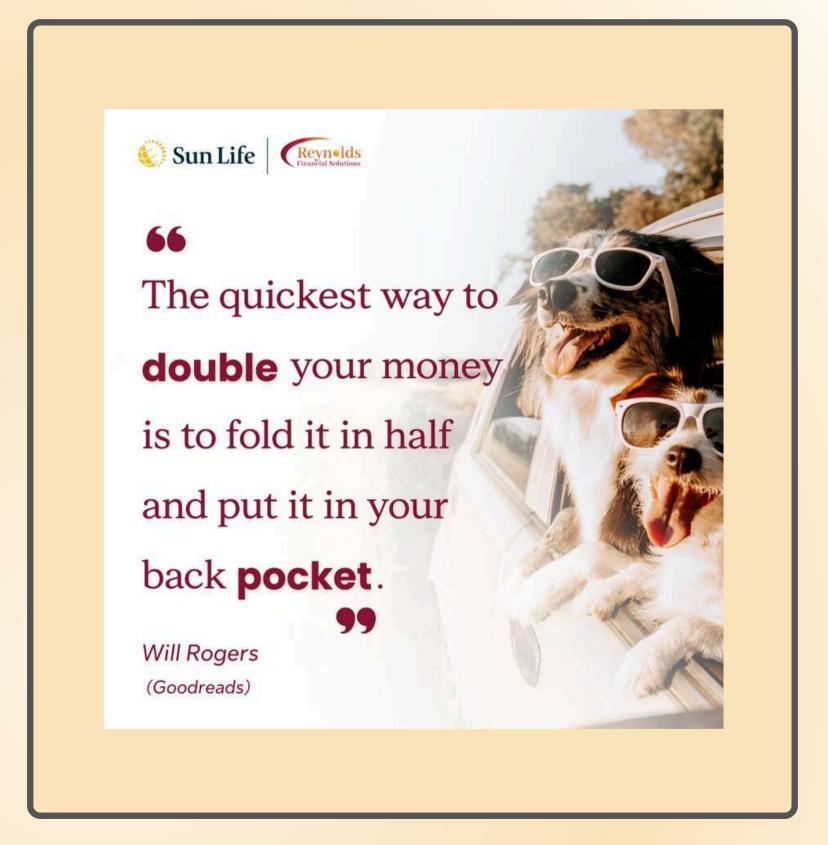


CREATIVE ASSETS

BRANDED CONTENT







I created these engaging social media graphics to blend financial wisdom with humor and motivation. Designed to enhance audience engagement and reinforce brand identity in the wealth management space. **The Success Road** by Reynolds Financial Solutions Inc. (Made with Canva.)

EMAIL MARKETING

The Translations NEWSLETTER

This newsletter in Spanish covers immigration in Canada, serving as an informative and lead-generating tool for FL Translations and Teepeeca. Designed to engage readers and reinforce brand authority.

(Created with InDesign.)

JUNIO 2020 / / TEEPEECA / / WWW.FLTRANSLATIONS.COM

EMIGRAR A CANADA

OPCIONES DESDE CUBA QUE NO INCLUYEN A QUEBEC



TORONTO ONTARIO 3011

Canadá te Necesita

BETH MOZE

Canadà es el segundo país más grande del mundo, pero solo tiene 37 millones de habitantes. El crecimiento natural de la población canadiense es muy bajo, la tasa de natalidad es de 1.45 y la esperasza de vida es de 82.5 años. De acuerdo con declaraciones hechas el pasado febrero 2020 por el ministro de immigración de Canadà, Marco Mendicino, el 17% de la población canadiense está por encima de 65 años (6.5 millones de habitantes) y se estima que para el año 2036, la población de la tercera edad estará entre 9.9 y 10.9 millones de personas. https://youtu.be/Po8zWg/10has



CANAL DE YOUTUBE "TEPPECA"

https://www.youtube.com/c/teppeca

Facebook: @Teepecca
Facebook Group: Teepecca Emigrantes

hstagram: https://www.instagram.com/teepec.ci
Twitter: https://twitter.com/CaTeepec



CONFEDERATION PARK // CALGARY, ALBERTA 2020 // LA VIDA POST CUARENTEN

El Camino Cuesta Arriba hacia la Residencia Permanente en Canadá

BETH MOZE

La emigración no solo es un negocio muy lucrativo para Canadá, sino que también es indispensable para el crecimiento y desarrollo del país: fuerza laboral joven, preparada y fértil, dispuesta a realizar trabajos en alta demanda que los canadienses no cubren (por ejemplo, los jornaleros de la agricultura, camioneros, enfermeros, informáticos, contadores, etc.). Actualmente Canadá cuenta con 640,000 estudiantes internacionales. Los estudiantes internacionales pagan casi el triple por los estudios que los estudiantes nacionales y además invierten grandes sumas en gastos de manutención. De ellos un alto porciento obtiene su residencia permanente y se queda a vivir permanentemente en el país.

Existen decenas de programas para inmigrar a Canadá. Todos están comprendidos en las siguientes categorias: visita, estadio, trabajo, Express Entry, Programas de Nominación Provincial, patrocinio familiar, asilo/refugio y casaes humanitarias. Cada una de estas categorias tiene varias subcategorias. Abonfaremos las más importantes y algunas particularidades del contexto cubano.

Los pilares sobre los que descansan la mayoría de los programas migratorios de Canadá son la experiencia laboral, el dominio del idioma, la educación y contar con fondos suficientes.

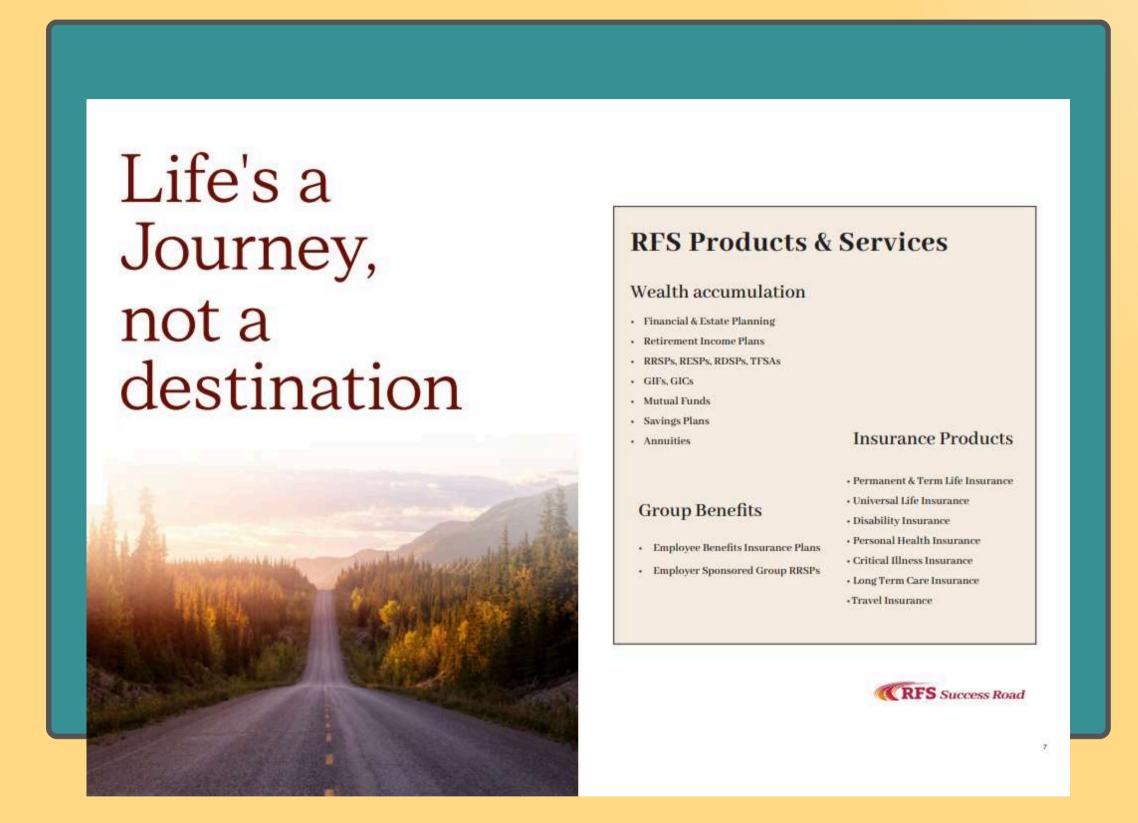
ENTRAR CON

VISA DE TURISMO

VISA DE ESTUDIOS

PAGE

EMAIL MARKETING



As part of Reynolds Financial Solutions' rebranding efforts, I designed this booklet to outline the company's investment model (The RFS Success Road) and The Journey Portfolios. This selection showcases a sample of the full manual, created to enhance client understanding and reinforce brand identity. (Created with InDesign.)

BOCKLET



BLOGGING

BLOG WRING

This blog entry explores the impact of language barriers on immigrant communities, integrating FL Translations' services while leveraging SEO techniques for visibility. The full article is available on the FL Translations website.

(Created with WordPress.)

Understanding the Impact of Language Barriers on Immigrant Communities

Por FL Translations / marzo 5, 2025



Language plays a crucial role in the immigration experience, serving as both a bridge and a barrier for individuals seeking a new life in a foreign land. In fact, the ability to communicate effectively in the local language is often a determining factor in an immigrant's successful integration into their adopted country. Therefore, understanding the language barriers impact is essential when examining the challenges newcomers face. In this article, we will explore the connection between language and immigration, highlighting how communication gaps influence the immigration process and how immigrants, in turn, shape the linguistic landscape of their new home.

Read more

BLOGGING

The Power of Multilingual Marketing Strategies



(m)



February 27, 2025

In today's digital-first world, businesses have the potential to reach global audiences with just a click. However, many brands still rely on one-size-fits-all marketing, missing the opportunity to connect with customers in a way that truly resonates.

A study by CSA Research (2020) found that 76% of online shoppers prefer to buy products with information in their native language, and 40% will never purchase from websites that aren't in their preferred language. This highlights the critical role of localization in marketing success.

A sample of my independent writing, this LinkedIn article reflects my ability to create engaging content. The full article is available through the link below.

(Published on LinkedIn.)

LINKEDIN ARTICLE

DISCLAIMER

This portfolio is for personal use and professional assessment only. It includes publicly available materials from various brands, as well as select proprietary content shared privately and solely for evaluation purposes. I do not claim ownership of third-party assets, and all rights remain with their respective owners. This portfolio is not intended for public distribution, and no content may be copied, shared, or used beyond its intended purpose.

lets work TOGETHER

My journey started in linguistics, but discovering marketing felt like finding the missing piece—an addition, not a change. Blending storytelling, strategy, and branding, I now feel whole, bringing a well-rounded perspective to every project. Always eager to learn, adapt, and explore new tools, I stay ahead of trends to create meaningful and strategic content.

If you'd like to see more samples, discuss a project, or collaborate, feel free to reach out. Let's create something impactful together!

Smart. Soulful. Strategic.

Because marketing doesn't need to be louder — just better.





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