



# Marketing PORTFOLIO

**By Lisbeth Morera**

*Not louder. Just better.*  
→



# *my goal* 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.



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# *table of* **CONTENT**

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

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# 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](#)





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

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# Teepeeca CONTENT

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.)





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

## FL Translations NEWSLETTER

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

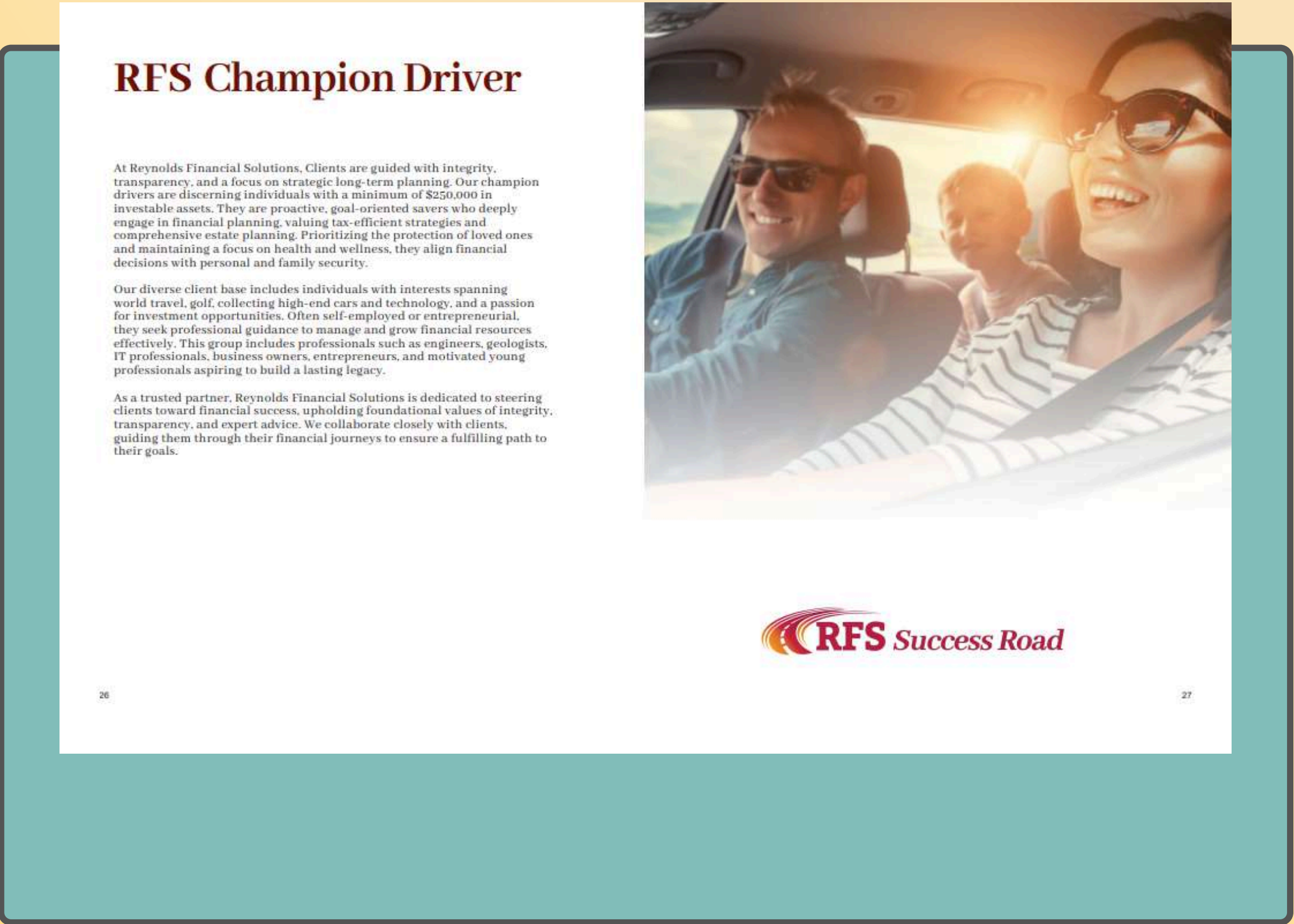
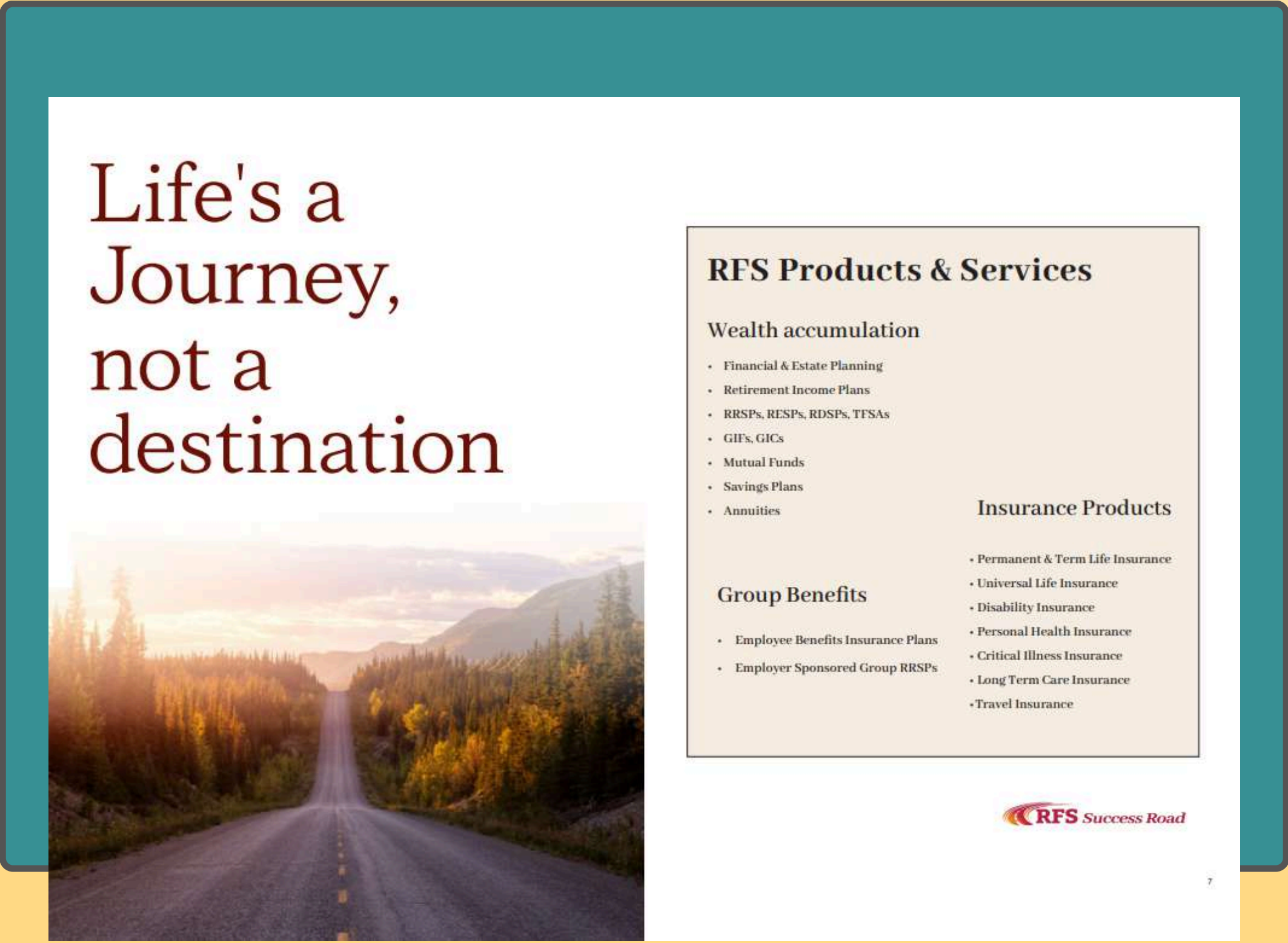
(Created with InDesign.)

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BOOKLET



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.)





# BLOG WRITING

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](#)

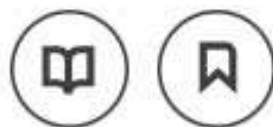




# The Power of Multilingual Marketing Strategies



Lisbeth Morera, B.A., D.B.A.  
Marketing Specialist | Translator



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.

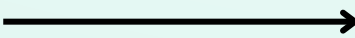
A [study by CSA Research](#) (2020) found that 76% of online shoppers prefer to buy products with information in their native language, and 40% will never purchase from websites that aren't in their preferred language. This highlights the critical role of localization in marketing success.

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

[Read more](#)





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# let's 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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