

ALEJANDRA MONTUFAR

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LEGAL MARKETING SPECIALIST

Bilingual Digital Marketer (EN/ES) with 5+ years of experience helping law firms and service brands grow through SEO, paid media, and workflow automation. Skilled in SEMrush, GA4, WordPress, Filevine, and LeadDocket. I combine data-driven optimization with hands-on execution to generate qualified leads, improve intake efficiency, and boost ROI for small legal teams.

Areas of Expertise: Legal Marketing Strategy | SEO Optimization & SEMrush Audits | Google & META Ads Management | WordPress & Landing Page Optimization | CRM Integration (Filevine, LeadDocket, HubSpot) | Email Marketing Automation | Local SEO & Google Business Profile | Analytics & GA4 Dashboards | Bilingual Content Strategy (EN/ES) | Legal Copywriting & Compliance

Core Skills:

SEO Optimization & SEMrush Audits | Google Ads & META Campaigns | HubSpot & Mailchimp Workflows | CRM Automation (Filevine, LeadDocket) | Segmentation & Lead Nurturing | Email Marketing & A/B Testing | Performance Reporting & GA4 Dashboards | WordPress Optimization | Data-Driven Strategy | Legal Copywriting & Conversion Messaging

Languages: Spanish (Native) | English (Advanced) | French (Basic) | German (Basic)

PROFESSIONAL EXPERIENCE:

BEDSORE LAW, Remote (USA)

09/2023 - Present

Email Marketing and CRM Specialist

Key contributor in building the firm's digital presence from the ground up — combining SEO, automation, and bilingual content to generate consistent inbound leads and improve intake efficiency.

09/2023 - Present

- Implemented technical and on-page SEO fixes using SEMrush and Google Search Console (resolving 404s, improving indexation, and consolidating duplicate posts through 301 redirects). Observed a steady 3–6% increase in organic sessions and more qualified local traffic within the first two quarters.
- Optimized WordPress content (titles, meta descriptions, internal links) and enhanced the firm's Google Business Profile with photos, posts, and reviews — improving CTR and calls from map results.
- Handled META Ads in-house and supported the Google Ads partner with keyword input and feedback, reaching ~1–2% CTR on META campaigns.
- Set up automated reminders and follow-up emails through Filevine and LeadDocket, helping reduce missed appointments and save several hours of manual work each week.
- Created compliant English content — FAQs, newsletters, and city-specific blogs with local data — and converted YouTube videos into optimized blog posts. Attorney-reviewed content generated 3–5% more qualified leads from organic and direct sources.
- Created basic GA4 and Data Studio dashboards to monitor form submissions, call clicks, and lead sources; delivered monthly insight summaries to attorneys with actionable next steps.
- Developed SOPs and brief trainings for intake staff on CRM use, lead status updates, and consistent data entry to improve reporting accuracy.

HISPANIC WORKFORCE, Remote (USA)

01/2020 – 09/2023

Marketing & Automation Coordinator**01/2020 – 09/2023**

- Planned and executed Mailchimp and social campaigns achieving open rates ~18–22 % and CTR ~2 %, boosting engagement across partner organizations.
- Integrated automation tools (Calendly, WhatsApp Business, PandaDoc, Mailchimp) to reduce manual tasks by ≈ 25–30 %, streamlining onboarding and follow-ups.
- Managed multi-channel content (email, blog, LinkedIn, Facebook, Instagram) to expand audience reach and trust.
- Built GA4 dashboards and performance playbooks for continuous optimization of email and social campaigns.
- Coordinated 25–30 training and outreach events per year, engaging hundreds of participants through partner institutions.

ECO INGENIEROS, San Salvador, El Salvador

02/2019 - 01/2023

Digital Marketing & CRM Specialist**02/2019 to 01/2023**

- Built the company's LinkedIn presence from scratch and produced bilingual (EN/ES) brochures and pitch decks to support B2B client acquisition.
- Created segmented databases and KPI dashboards (GA4 + Google Sheets) to guide data-driven decisions.
- Collaborated with engineers to produce technical content that strengthened client trust and retention.
- Supervised interns and contractors to ensure consistent campaign execution and CRM updates.

ANÁHUAC CANCÚN UNIVERSITY, Cancún, México

08/2013 - 06/2018

Marketing and Events Intern**08/2013 to 06/2018**

- Supported marketing campaigns and event coordination (200 + attendees) through email and social media communications.

LAKE PLACID LODGE, Lake Placid, NY, USA

06/2016 - 01/2017

Marketing and Events Assistant**06/2016 - 01/2017.**

- Assisted in event coordination and follow-up communications, ensuring client satisfaction and engagement.

ROYALTON RIVIERA CANCUN RESORT & SPA, Cancun, Mexico

06/2015 - 12/2015

Sales and Marketing Executive**06/2015 - 12/2015**

- Analyzed marketing data and managed B2B communications with travel agencies to strengthen partnerships.

EDUCATION

Master's in Digital Marketing, Growth Hacking, and E-commerce; OBS Business School, Barcelona, Spain, 2025

- Dual degree with Universitat de Barcelona.
- Ranked in the Top 5 in the E-Business and Digital Marketing category according to the Eduniversal ranking.

BBA in Business Administration with a focus on Hotel Management; Anáhuac Cancún University, Cancún, Mexico, 2018.

- Dual degree with Le Cordon Bleu./ Scholarship for Academic Excellence.

DIPLOMAS

Google Ads Search– Google (2025)**Google Analytics 4 (GA4)** – Google (2025)**Technical SEO and AI Search Essentials with Semrush**– Semrush Academy(2025)**Email Marketing Certification** – HubSpot Academy (2025)