



ALEJANDRA MONTUFAR

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MARKETING & CLIENT INTAKE SPECIALIST

SEO Strategy & Execution | WordPress / WP Engine | Lead Pipeline & Conversion | Legal Client Intake | Bilingual EN/ES

Bilingual marketing and client intake professional with 6+ years of experience in marketing communications and 2+ years supporting U.S. legal intake. Combines SEO, WordPress/WP Engine, backlink outreach, social media, and CRM follow-up to move prospects from organic search and first contact to scheduled consultations. Experienced working independently in small, fast-moving teams, communicating with clients in professional English and Spanish, and handling sensitive information with discretion.

CORE SKILLS & TOOLS

Marketing & SEO: SEO strategy and execution | Keyword research | On-page SEO | Technical SEO | Local SEO | Content optimization | Backlink outreach | Search visibility | Semrush | Google Search Console | GA4

Website & Content: WordPress | WP Engine | Website maintenance | Landing pages | Blog/FAQ publishing | Metadata | Internal linking | Redirects | Indexation | Google Business Profile

Client Intake & Pipeline: Inbound and outbound calls | New client intake | Lead qualification | Consultation scheduling | CRM pipeline management | Follow-up cadence | Lead conversion | Sensitive client data

Marketing Communications: Social media account management | Email marketing | Client/prospect outreach | Event and speaking engagement coordination | Bilingual content | Translation and adaptation

Systems & AI: HubSpot | Filevine | LeadDocket | Mailchimp | Zapier | Calendly | WhatsApp Business | Google Workspace | ChatGPT | Claude

Languages: Spanish (Native) | English (Fluent, professional phone and written communication)

PROFESSIONAL EXPERIENCE

KAIFE SOLUTIONS | Remote

May 2025–Present

Client Intake & Pipeline Specialist

- Conduct approximately 200 outbound call attempts per day for a U.S.-based post-accident services company, completing structured intake, identifying client needs, and guiding qualified prospects to the appropriate next step.
- Maintain approximately 50 active lead records per month in HubSpot, documenting contact details, call outcomes, qualification notes, lead stages, and follow-up activity after each interaction.
- Advance approximately 8 qualified prospects per week to a completed handoff or defined next step by using needs-based questions, clear explanations, objection handling, and consistent follow-up.
- Communicate with English- and Spanish-speaking prospects in sensitive post-accident situations, explaining next steps clearly and escalating legal or policy-specific questions appropriately.

BEDSORE LAW | Remote, United States

Sep 2023–May 2025

Legal Marketing & Client Intake Specialist

- Managed recurring marketing and intake operations for a small U.S. law firm, balancing response and follow-up for approximately 20 new leads per week with SEO, WordPress, CRM, social media, and client communication priorities.
- Conducted inbound and outbound client intake, gathered case information, screened prospects against qualification criteria, and scheduled approximately 10 attorney consultations per month while documenting each interaction and next step.
- Standardized lead stages and follow-up cadences across Filevine, LeadDocket, HubSpot, and email workflows, improving visibility into pending leads and reducing the risk of missed follow-up.
- Maintained the firm's WordPress website through WP Engine, publishing or updating approximately 4 blogs, FAQs, city pages, or client education resources per month while optimizing SEO titles, meta descriptions, and internal links.

BEDSORE LAW | CONTINUED *Legal Marketing & Client Intake Specialist*

- Used Semrush and Google Search Console to identify and correct approximately 25 technical and content issues over 6 months, including 404 errors, redirects, indexing gaps, duplicate content, and internal-linking opportunities.
- Secured and maintained approximately 3 relevant backlinks per quarter through directories, partner outreach, community listings, and resource placements as part of the firm's broader SEO and local visibility efforts.
- Managed social media and client/prospect communications and documented SOPs covering intake follow-up, CRM updates, website publishing, and recurring marketing tasks to support consistent execution with minimal oversight.

ADDITIONAL EXPERIENCE & COMMUNITY LEADERSHIP

ECO INGENIEROS | San Salvador, El Salvador

Feb 2019–Sep 2023

Marketing, Partnerships & Executive Support Specialist

- Produced approximately 25 bilingual brochures, pitch decks, proposals, client presentations, and business development materials in English and Spanish during four years with an environmental consulting firm.
- Managed prospect, client, partner, vendor, and collaborator databases containing approximately 100 contact records, keeping meeting notes, next steps, and follow-up communication organized.
- Supported approximately 10 business development meetings, chamber activities, industry events, and partnership initiatives per year through research, scheduling, proposal preparation, translation, and post-meeting follow-up.
- Managed recurring social media and client communications, keeping bilingual content, business materials, and follow-up messages current for client-facing and business development use.

HISPANIC WORKFORCE | Remote, United States

Jan 2020–Present

Community Marketing & Outreach Coordinator | Board Support

- Maintain WordPress content, event pages, blog/article updates, outreach materials, and backlink opportunities through partner outreach and relevant community listings.
- Coordinate bilingual marketing and informational communications for approximately 25 trainings and community events per year, including reminders, registration follow-up, participant updates, volunteer communication, and partner coordination.
- Support event and speaking engagement coordination, social media, volunteer communication, and post-event follow-up using Mailchimp, Calendly, WhatsApp Business, and Zapier.
- Streamlined event reminders and registration follow-up through Mailchimp, Calendly, WhatsApp Business, and Zapier, reducing repetitive manual communication and improving follow-up consistency.

EDUCATION

Master's in Digital Marketing, Growth Hacking, and E-commerce — OBS Business School / Universitat de Barcelona, Barcelona, Spain | 2025

BBA in Business Administration, Hotel Management — Universidad Anáhuac Cancún / Le Cordon Bleu, Cancún, Mexico | 2018

Scholarship for Academic Excellence

CERTIFICATIONS

- HubSpot Email Marketing Certification — HubSpot Academy, 2025
- Google Analytics 4 (GA4) — Google, 2025
- Google Ads Search — Google, 2025
- Technical SEO and AI Search Essentials — Semrush Academy, 2025