

Marie Casanova-Dera

Creative & Performance Strategist | DTC / E-commerce | AI-Native

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Creative Strategist with 8+ years across DTC, e-commerce, SaaS, and agency environments. Turns customer research and performance data into hooks, scripts, and paid social concepts that convert. Hands-on with Shopify, Meta Ads, GA4, and AI-native workflows (Claude, ChatGPT).

KEY ACHIEVEMENTS

- Lifted conversion rate 17% and achieved 3x ROAS on managed paid campaigns at Cayambe Hutmanufaktur.
- Produced freelance UGC videos for DTC brands (Overthesea, Superdry, Motel Rocks), lifting CTR 38% over studio-content baselines, with individual videos generating 100K+ organic views.
- Led brand strategy and DACH-market campaigns at ctrl QS, lifting lead generation 23% and cutting bounce rate 40%.
- Generated 100+ qualified leads and owned CRM automation (Salesforce) at JLL / Envio Systems.

EXPERIENCE

E-commerce & Operations Manager (Part-time) — Cayambe Hutmanufaktur

Berlin, Germany · Jul 2025–Present

- Own end-to-end DTC funnel (Shopify), lifting conversion rate 17% through customer insight and creative concepting.
- Report on paid acquisition performance (GA4, CTR, CPA, ROAS), achieving 3x ROAS on managed campaigns.
- Contributed to 12% revenue growth since joining, pairing creative production with lifecycle and CRM initiatives.
- Lead creative production and content execution: photoshoots, product storytelling, campaign concepts, and briefs.

UGC Content Producer (Freelance)

Berlin, Germany · 2024–2025

- Wrote and produced UGC hooks, scripts, and storytelling for DTC brands including Overthesea, Superdry, and Motel Rocks.
- Lifted CTR 38% over studio-content baselines, with individual videos generating 100K+ organic views.

Brand & Marketing Manager — ctrl QS, MarTech Agency

Berlin, Germany · Sep 2022–Feb 2024

- Built DACH-market messaging and brand positioning, lifting lead generation 23%.
- Led company rebrand and website relaunch, cutting bounce rate 40%.
- Ran performance marketing experiments (Google Ads, A/B testing) to optimize messaging and campaigns.

Marketing Manager Lead — JLL / Envio Systems, SaaS PropTech Startup

Berlin, Germany · Oct 2020–Sep 2022

- Built and executed full-funnel, multi-channel marketing strategy (PPC, email, social, web, events) across EMEA.

- Generated 100+ qualified leads through inbound campaigns, owning CRM automation (Salesforce).
- Translated complex product into persona-driven messaging, improving engagement and conversion.

Content Strategist / Senior Content Strategist — Raxo, Digital Marketing Agency

New York, U.S. · Apr 2017–Sep 2020

- Developed creative concepts, copy, and paid social campaigns across Meta, X, and YouTube.
- Conducted competitor and audience research to inform campaign direction and creative angles.

Content Producer & Social Media Manager — Analiticom

Caracas, Venezuela · 2015–2016

- Managed WordPress content and social channels for lifestyle brands.

EDUCATION

B.A. Communication Studies, Corporate Communication · Universidad Santa Maria, Caracas, Venezuela · 2012–2017

Diploma in Digital Marketing and Social Media Management · UCAB · 2015

SKILLS

Creative & Performance:	Creative Strategy, Performance Creative, Direct Response, Paid Social, UGC Video
Analytics & CRM:	Meta Ads Manager, Google Ads, Google Analytics 4, Salesforce, Mailchimp
Tools & CMS:	Shopify, WordPress, Figma, Canva, CapCut, Asana, Notion
GenAI:	Claude, ChatGPT, Nano Banana Pro
Languages:	Spanish (Native), English (C2), German (B1)