

YAMILKA NOA

Content and Brand Strategist. Web Design and Copywriting.

yamilkanao@gmail.com | +506 8310 5896 | yamilkanao.com/ynportfolio | Remote, based in Costa Rica

ABOUT ME

Bilingual (4 languages) brand strategist and web designer based in Costa Rica, with 10 years of freelance experience building brand ecosystems for high-ticket wellness and retreat brands. Recent results include a 50%+ increase in website sessions after a full rebrand and website relaunch for InnerLight Yoga Lodge, and 4 qualified leads on the same day of an ad campaign launch for Baila Viajera.

EXPERTISE

- Brand Development and Strategy
- Copywriting and Content Creation
- Graphic and Web Design
- Content Marketing and SEO
- Paid Ads and Funnel Setup
- Client Relations and Engagement
- Project Coordination and Time Management

WORK EXPERIENCE

Freelance Brand Strategist and Web Designer

Remote, Costa Rica | Jan 2016 to Present

InnerLight Yoga Lodge (high-ticket retreat brand)

- Led a full rebrand and website relaunch, including new website, landing page, copywriting, email marketing, SEO, and marketing funnel
- Generated a qualified client inquiry within the first 24 hours of launch
- Increased website sessions by more than 50% compared with the previous reporting period after the new website launch
- Email marketing achieved a 53% open rate, 10% click rate, 96% delivery rate, and 0 spam complaints

Baila Viajera (high-ticket dance retreat brand)

- Managed paid ad campaigns and ad content, generating 4 qualified leads on the same day of launch
- Drove 50+ sign ups for a sales call from the ad campaign
- Developed and implemented an Instagram DM outreach SOP, generating new leads for an upcoming dance immersion retreat

Additional Freelance Projects

- Launched a single ad campaign that sold a hotel business in Costa Rica within 3 weeks
- Designed and built websites end-to-end using website builders, including structure, content, in-page SEO, and system setup
- Contributed to improved social media performance and consistent organic growth for multiple small businesses

Website Design, Branding and Content Specialist

Elisir d'Amore | Costa Rica and Italy | Nov 2023 to Apr 2026

- Led end-to-end website design and content implementation, from structure and UX to copy and launch
- Developed cohesive branding strategies, including visual elements and messaging
- Crafted high-conversion copy for websites, landing pages, and campaigns
- Managed SEO and marketing efforts, boosting visibility and organic traffic

Marketing and Copywriting Specialist, Real Estate

Pacific Homes Costa Rica | Samara, Guanacaste, Costa Rica | Apr 2022 to Nov 2022

- Developed marketing and copy strategies for a real estate agency, supporting lead generation and property sales
- Wrote high-converting property listings, ads, and digital content to attract qualified buyers
- Contributed to sales campaigns resulting in a 20% increase in inquiries

Freelance Post Production Specialist

YN Production, Costa Rica | Jun 2014 to Jan 2019

- Proficient offline/online editor skilled in color-grading, specializing in Final Cut Pro
- Recognized for editing a Cannes Film Festival-selected short film and an internationally awarded poetry video
- Managed diverse portfolio encompassing music videos, marketing content, short films, and documentaries

EDUCATION

BA (Hons) Video Production

University of West London, UK | 2010 to 2013

English Language

London Meridian College, UK | 2009 to 2010

French Language and Culture

French Alliance, Havana, Cuba | 2000 to 2003

LANGUAGES

Spanish: Native. English: Advanced. Italian: Advanced. French: Intermediate.