

YAMILKA NOA

Content Strategist | Brand Strategist | Copywriter | Web Designer

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

ABOUT ME

Multilingual (English, Spanish, Italian, and French) content & brand strategist, copywriter, and web designer based in Costa Rica, with 10 years of experience working with purpose-driven brands across the wellness, lifestyle, and hospitality industries. Recent results include a 50%+ increase in website sessions following a full rebrand and website relaunch for InnerLight Yoga Lodge, and 130+ sales call sign-ups generated in the first month for Baila Viajera's high-ticket travel immersion campaign.

EXPERTISE

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

WORK EXPERIENCE

Freelance Content Strategist, Brand Strategist, Copywriter & Web Designer

Jan 2016 – Present

Remote, Costa Rica

Client: 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

Client: Baila Viajera (high-ticket dance immersion retreat brand)

- Managed paid ad campaigns and ad content, generating 4 qualified leads on the same day of launch and 130+ sales call sign-ups within the first month for Baila Viajera's high-ticket travel immersion 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

Elisir d'Amore • **FIXED-TERM CONTRACT**

Nov 2023 – Apr 2026

Website Design, Branding and Content Specialist | Costa Rica and Italy

- 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

Pacific Homes Costa Rica • **FIXED-TERM CONTRACT**

Apr 2022 – Nov 2022

Marketing and Copywriting Specialist, Real Estate | Samara, Guanacaste, Costa Rica

- 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

YNProduction

Jun 2014 – Jan 2019

Freelance Post Production Specialist | Costa Rica

- 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

2010 – 2013

University of West London, UK

English Language

2009 – 2010

London Meridian College, UK

French Language and Culture

2000 – 2003

French Alliance, Havana, Cuba

LANGUAGES

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