

# Marisol Consuegra Prado

Boston, MA, marisol.consuegra@gmail.com, 305-479-6419

## SUMMARY

Professional with 5+ years of experience managing complex projects, crafting social media strategies, and coordinating cross-functional teams at enterprise and small startup levels. Grew organic social presence to 1M+ views across Instagram, TikTok, and YouTube while designing three AI-assisted web applications. Hands-on experience building Airtable systems and Claude AI agents for content management, product development, and operational workflows.

## EXPERIENCE

**SELF-EMPLOYED**, Remote, May 2024-Present

### *Social Media Strategist & Content Creator - over 1 million views across Instagram, TikTok & YouTube*

- Coordinate content projects for multiple brand clients simultaneously, manage timelines, deliverables, and communication from initial brief through final submission.
- Schedule client meetings to review campaign objectives, content requirements, revisions, and project milestones.
- Maintain organized digital asset libraries, including video footage, voiceovers, images, contracts, content briefs, and brand guidelines.
- Conduct market research to identify industry trends, competitor strategies, native search trends, and high-performing content formats for visual hooks, verbal hooks, captions and sounds.

### *AI Product Builder - designed 3 products using Claude, Lovable, Airtable and Supabase*

- Designed and launched multiple AI-assisted web applications, including Mini Sundays (beauty founder workspace), Sundays List (post treatment esthetician app), and ChessBFF (chess entertaining gaming app).
- Created product strategy, feature roadmaps, user flows, and hand-drawn wireframes for three customer-facing applications and their associated waitlist websites.
- Built AI agents, optimized Airtable Field Agents and maintained Airtable systems used for content management, product development, social media planning, trend tracking, and operational workflows.
- Conducted ongoing competitor analysis, and market monitoring to inform product decisions and content strategy.
- Leveraged AI tools to accelerate product development, including debugging application issues, generating and refining SQL queries, designing database relationships, creating Supabase schemas, troubleshooting frontend functionality.

**SELF-EMPLOYED**, Remote, November 2022-January 2026

### *AI Artist*

- Built multiple AI-powered creative projects spanning content creation, digital products, community building, and social media growth.
- Founded and grew AI Art Studies, an Instagram community showcasing generative art, artist spotlights, and wrote educational content around AI-assisted creativity on Medium and YouTube.
- Designed and launched a creator partnership program that invited artists to submit original artwork for commercial licensing opportunities.
- Added an Augmented Reality component. When buyers looked at the puzzle with their phones, two additional artworks from the artist appeared.
- Managed artist recruitment, submission review, community voting, creator communications, and revenue-sharing agreements.
- Produced and launched a puzzle product line featuring artwork from selected creators, establishing a commission-based model where participating artists earned a percentage of sales.
- Built and maintained Airtable systems to manage creator submissions, content calendars, campaign planning, asset libraries, artist communications, project tracking, and social media workflows.
- Created and distributed original AI-assisted music, including publishing "First Dance" on Spotify, managing the creative direction, production workflow, artwork creation, metadata management, and platform distribution process.

**ORACLE**, Remote based in Miami, FL, December 2022-May 2024

### *Associate Consultant (Regulatory, Patient Portal & Hospital Quality teams)*

- Worked with 19 hospital and small clinic clients simultaneously through all phases of Oracle Health software implementation including data collection, workflow design, testing and troubleshooting, go-live and post go-live analysis.
- Corresponded daily with clients to meet workflow requirements and make recommendations to clients. Scheduled and led onboarding and training meetings.
- Acted as liaison between hospital staff from varying functions like CTO, HIM Directors, Nurse Informaticists to achieve project objectives.
- Stayed up to date and communicated to clients any changes to CMS' new rules for Information Sharing, the Merit-based Incentive Payment System (part of the Quality Payment Program) and the Electronic Clinical Quality Measures (eCQMs) for hospital quality improvement and tracking.

**PERIOD PRESS**, Miami, FL, August 2021-September 2021

**Writer**

- Ran a Substack newsletter and Instagram account about global period news and FemTech startups.
- The period health skits I posted on Instagram won me a scholarship at Upright CitizensBrigade, an improv program.
- Designed and launched a landing page to increase newsletter subscriptions.
- Invited to pitch a community marketing strategy to one of the FemTech startup's leadership team (presented with Miro).

**STRAWBERRY PLANNER**, Miami, FL, February 2021-July 2021

**Small Business Owner**

- Launched a self-care planner, from competitive analysis and UX research through print production.
- Landed a podcast interview and magazine spotlight within one month of launch.
- Designed website, brand toolkit, Instagram content and coordinated with PR agency on media outreach.
- Managed supplier relationships, including sourcing local wire-o binding production based on customer feedback.

**VERILY LIFE SCIENCES**, Remote, December 2020-April 2022

**Engagement Coordinator**

- Collaborated with the Digital Health, Content and User Research teams to pilot the Low Program Initiative as the first health coach and engagement coordinator.
- Met regularly with the Low Program Initiative team to deliver measurements and qualitative evaluations of the initiative that directly impacted protocol creation, mobile app design changes and data dashboard changes.
- Created the first set of standard operating procedure (SOP) documents for the Engagement team and later translated them to Spanish for the Spanish-speaking health coaches.
- Had direct patient contact to carry motivational interviewing via text messaging to understand patients' reasons for lack of use of the platform to design re-engagement strategies.

**MASSACHUSETTS INSTITUTE OF TECHNOLOGY**, Cambridge, MA, January-October 2020

**Innovation Facilitator**

User Portal Experience

- Co-led the development of the InnovationONE web portal working with MIT stakeholders and a full-stack contractor company consisting of a web developer and an UX designer. The final product served, in less than 30 days, more than 730 portal users (students, ventures, faculty, staff).
- The portal encompassed three types of users and customized the experience for each based on user studies, live demos and group feedback sessions.
- Worked closely with UX designer in creating data schemas, creating data architecture, making decisions about design and adding UI components (used Miro, Airtable and Figma).

Operations & Reporting Responsibilities

- Led cross-departmental meetings in anticipation of the opening of a new building, the iHQ, located in Kendall Square, Cambridge, MA. Now open!
- Built digital infrastructure for data collection and analysis to establish reporting processes for the performance of building space and track KPIs.
- Maintained RAID log to secure streamlined and accurate project management communications.
- Designed and prototyped internal website for the building tenants.

**EDUCATION**

**HARVARD UNIVERSITY - EXTENSION SCHOOL**, Cambridge, MA

*Digital Media Design Course. Fall 2019, Grade: A.*

- Course Project: created a digital health web product for Spanish-speaking patients with Type 2 diabetes. Used FramerX, Figma and Notion to catalog the user journey and media files (both audio and video).

**TUFTS UNIVERSITY**, Medford, MA

*Bachelor of Science, Major in Psychology. May 2018. GPA: 3.53/4.0 BLAST Scholar, Cum Laude.*

- Coursework: quantitative and qualitative research methods, statistical analysis, entrepreneurial leadership, innovative social enterprises, entrepreneurship and business planning, and nonverbal communication.

**SKILLS**

- **Technical:** Airtable, Claude, VS Code, Lovable, Supabase, MS Suite, Sharepoint, Confluence, Qualtrics, Miro, Notion, Google Suite, Midjourney, Runway, Suno, Shopify, Later, Figma, Meta Business Suite, TikTok Creator Search Insights, Metricool, Canva.
- **Languages:** Fluent in English and Spanish.