

Isabel Lira Liberona

Project Manager · Communications, culture & impact

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PROFILE

Project manager with 8+ years coordinating initiatives that bring together public institutions, community organizations, suppliers and multidisciplinary teams. Experienced in writing and winning public grants, managing budgets, and delivering and closing projects. Today I coordinate the production of digital campaigns at **Dimarsa**'s e-commerce with internal teams and suppliers. My background in communications and design lets me lead each project's outreach as well.

EXPERIENCE

Project Coordinator · Cooperativa Valdivia sin Basura 2018 – 2022

- Led the writing, award and delivery of publicly funded environmental education projects: application, budget, planning, execution, evaluation and closing.
- Brought together community organizations, the Las Ánimas Mental Health Center, the Ministry of Health, the Ministry of the Environment, schools and suppliers.
- Led multidisciplinary teams in workshops, community activities and outreach events.
- Awarded projects: "Compartiendo oficios por el buen vivir" (2022), "Comunidad, arte y naturaleza" (2021) and "Invernadero Comunitario y Terapéutico" (2020), Ley OH Fund of the Ministry of Health; "Punto verde" at Colegio Nuestra Señora del Carmen (2019), Environmental Protection Fund of the Ministry of the Environment.

Web Designer · Dimarsa.cl Mar 2024 – present

- Coordinate the weekly production of the online store's campaigns (homepage, email and social) with the e-commerce team, other internal areas and suppliers, managing deadlines and deliverables in ClickUp.
- Delivered **25 campaign assignments in two weeks** for Cyber Day, October 2026.
- Ran the Expo Hogar campaign microsite end to end: image production guide, image generation and optimization, HTML build for VTEX and review rounds.
- Redesigned the product listing page (PLP) as an accessible HTML/CSS prototype over several review rounds with the e-commerce team.

Communications & Marketing Lead · Liquen Austral 2020 – 2023

- Designed and ran marketing campaigns that grew **followers and sales by 30%**.
- Coordinated product development, packaging and outreach materials with suppliers and partners; managed communications, the website and the online store.

Communicator & Multimedia Producer · Freelance (Lira y Valencia / Adaptocam) 2012 – 2023

- Communication strategies, brand identity and event production for a steady client base, delivered on time and on budget.

SKILLS & TOOLS

Management	Public grants, tenders, budgets, planning	Methods	Scrum and agile methodologies
Tools	ClickUp, Trello, Notion, Miro, Office	Communications	Campaigns, PR, social media, events
Production	Adobe Suite, video, generative AI, HTML/VTEX	Skills	Team leadership, collaboration networks

EDUCATION & LANGUAGES

Diploma in Cultural Management · Universidad Santo Tomás, Valdivia 2019

Audiovisual Communication (professional degree) · DUOC UC, Chile 2004 – 2007

Web Development Bootcamp (Scrum / agile) · Laboratoria 2023

International SUP Safety Instructor · IWSC, 22 h 2026

Languages · Spanish (native) · English (advanced, C1)