

Nadia Ibanez

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TL;DR

I craft compelling stories that educate and engage, ensuring customers are invested long before checkout. Passionate about creating unforgettable experiences for travel clients.

Work Experience

October 2024 – Present

FORA Travel, Remote – *Travel Advisor and Concierge* (Profile [here](#))

Blending my love for world travel and creating experiences, I've built a business specializing in travel to Bali, Indonesia and Tokyo, Japan. From scheduling flights and walking tours, to booking clients at my favorite, culturally-immersive hotels, I've planned travel for 45 clients amounting to \$90k+ in my first year.

I'm currently managing my first wedding block and planning my own wedding in Bali. Competent in Expedia TAAP and FORA's proprietary hotel booking system, along with dozens of day tour companies and villa reservation systems.

April 2022 – August 2024

Eventbrite, Remote – *Content Designer* (Samples [here](#))

Tested and designed onboarding tours, ad campaign creation flows, and promotional experiences for Eventbrite's [marketing tools](#) and [ad platform](#). Supported 40+ product initiatives that contributed to **over \$7M in revenue and boosted Ads CVR by +54%**.

Led tone and naming workshops; created and managed product trial flows; launched product upsell moments; and owned end-to-end content for Eventbrite Ads.

- **Doubled Ads User Engagement** – Contributed to 106% increase in MAA; nearly doubled ad spend from \$92 to \$173 after taking ownership of content design
- **Drove Location Targeting Features** – Delivered better educational content that scaled for more precise ad targeting, which improved campaign creation by +26%
- **Refreshed Entry Points** – Helped drive 18.2k monthly views, 3.5k unique users, and +1,600 MAA in Q22024 with messaging and tone refresh
- **Beta Graduation** – Led content for Ads Beta launch, inclusive of product tutorials and email announcements. Key partner in driving \$1M ARR in year one

July 2021 – April 2022

Meta, Remote – *Content Designer* (Samples [here](#))

Co-led zero-to-one Facebook Stories content experiment that re-imagined engagement and conversational moments for football and international cricket fans.

- Designed instructional messaging for Facebook Reels users
- Copy edited Facebook Home notification campaigns
- Led DEI-focused conversations within internal wellness and APAC workgroups

January 2015 – July 2021

Wells Fargo, San Francisco – *Lead Content Designer, AVP and Communications Chair*
(Samples [here](#))

Designed proof of concepts, journey maps, personas, and technical guides for Commercial Banking line of business. Co-led team of 40+ designers, product owners and engineers to create a small business lending portal. Delivered onboarding and self-registration tools that created a digital-first experience for loan customers.

- Interviewed WF employees and customers to understand lending process, and created a journey map to identify and address pain points
- Hosted weekly collaborative sessions to present design work and gain insights into complex back-end data
- Trained 10 contractors on content guidelines and delivery processes
- Acted as Communications Chair for East Bay Volunteer Chapter

September 2013 – April 2014

Intuit TurboTax, San Diego – *Marketing Writer* (Samples [here](#))

Re-designed landing pages and created product specs for TurboTax brand refresh. Designed content for social campaigns, educational tours, and A/B header tests for product landing pages.

- Co-led eye-tracking user research to develop content strategies for hero messaging
- Owned all content deliverables and co-led scrum product design team
- Audited all product messaging and created content source of record

June 2006 – June 2013

Magazine Editor and SEO Writer

As Editor-in-Chief for several print magazines, I wrote cover stories about local businesses and optimized web content for clients in medical and retail industries.

- Grew web views for business publications from 70k to 250k
- Created long-lasting relationships in the luxury lifestyle industry; launched my first travel blog in 2008
- Became an early adopter of SEO writing practices and maintained dozens of websites

Education

McKinsey & Company, 2024 – *Leadership Essentials, part of Asian Leadership Academy*

San Diego State University, 2006 – *BA Journalism*

MiraCosta College, 2004 – *AA Communications*