Abril Gonzalez

Date of birth: 02/06/2003 | **Nationality:** Polish, Argentinian | **Phone number:**
(+49) 17657966248 (Mobile) | **Email address:** abrilsjgonzalez@gmail.com |
Address: München, Germany (Home)

ABOUT ME

I'm a marketing student in my 5th semester with a passion for digital strategy, content creation, and social media management. I enjoy learning how to connect with audiences through data-driven insights and have experience using tools to improve campaign performance. I'm eager to bring my creativity and enthusiasm to a collaborative marketing team, where I can continue to grow and contribute fresh ideas. While still building my experience, I'm excited to learn from others and support efforts that drive meaningful results.

EDUCATION AND TRAINING

2023 – CURRENT London, United Kingdom
BACHELOR (HONS) MARKETING London School of Design and Marketing

Website https://lsdmlondon.com | **Level in EQF** EQF level 6 | **Type of credits** ECTS | **Number of credits** 180

LANGUAGE SKILLS

Mother tongue(s): **SPANISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
GERMAN	C1	C1	C1	C1	C1
ENGLISH	C2	C2	C1	C1	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Analytic Tools: Tracking & Optimising Marketing Campaigns

CRM Software (HubSpot, Zoho, Airtable, Dynamics CRM, Salesforce) | Tableau | Power BI

Content Creation & Design: Capturing Audience Attention in Digital Marketing

Canva | Adobe XD

Social Media Management: Social Media & Brand Visibility

Twitter | Facebook | Trello | Instagram

Office & Collaboration Tools: Reports, Presentations, & Collaborative Documents

Google Docs | Google Suite | Microsoft Excel | Microsoft Powerpoint | Microsoft Word | Google Drive | Notion | Microsoft Office

Additional Software & Others:

Jasp | CSS | HTML

PROJECTS

Sales Team Management Report: Coca-Cola in the United States

- Conducted a detailed analysis of Coca-Cola's sales force structure and retail network in the U.S.
- Gathered and analysed primary data through surveys, highlighting consumer preferences, product availability, and CRM perceptions.
- Developed strategic recommendations for optimising sales performance and improving market penetration.
- Skills in market research, data analysis, and sales strategy development.

Link https://docs.google.com/document/d/1_BLtTAlSRh1gK7olkxn6ipmLnvh389t8ePHBvq-JpTQ/edit?usp=sharing

Integrated Marketing Communication Plan for Tile Brand in Spain

- Developed a comprehensive IMC plan targeting key consumer segments in the Spanish tile industry.
- Created a multi-channel marketing strategy using advertising, sales promotion, and public relations to increase brand awareness and drive sales.
- Defined key performance indicators (KPIs) to track campaign success and optimise marketing activities.
- Skills in market analysis, data-driven strategy, and content creation.

Link https://www.canva.com/design/DAGI4LAYwDw/7tfD42y3_pgt0AuM9btLPQ/edit?utm_content=DAGI4LAYwDw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton