

Laura Martinez

Italian | Female | 28

Target MSc: Marketing Strategy

PROFESSIONAL EXPERIENCE

Senior Marketing Specialist - Digital Agency (Jan 2020 - Sep 2023)
Designed and implemented multi-channel marketing strategies for international clients
Managed client portfolios and coordinated with creative teams
Monitored campaign performance and provided actionable recommendations to optimize ROI
Supervised and trained junior team members on digital marketing tools and strategies
Marketing Executive (2019 - 2020)
Assisted in planning and executing digital campaigns
Monitored performance metrics and reported results to clients

EDUCATION

Bachelor in Marketing, University of Valencia, 2015 - 2019
Studied digital marketing, brand management, and commercial communication
Academic project: Developed a comprehensive marketing plan for a local SME

SKILLS

Digital marketing strategy, campaign management, marketing analytics, client relations

LANGUAGES

Spanish (native), English (good)

PERSONAL INTERESTS

Brand strategy, communication, creative design