

# Laura Martinez

Spain | 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