



Pamela  
**MARDONES**

DIGITAL MARKETER

## Contact

📍 28 isla avenue, Glenroy.  
3046 VIC, Melbourne

📞 +0424412840

✉️ pamelaguicharrousse@gmail.com

## Follow me

🌐 LinkedIn/pamelamardonesg

📷 Flickr/pammguicha

🌐 pamemardones.wixsite.com/pamguicha

📺 Youtube/pamelamardones

## Language

SPANISH ● ● ● ● ●

ENGLISH ● ● ● ● ●

## Skills

### DIGITAL MARKETING

PHOTOSHOP	ILLUSTRATOR
ADOBE PREMIERE	AFTER EFFECTS
PHOTOGRAPHY	FINAL CUT
MAILCHIMP	WORDPRESS
SHOPIFY	HTML/CSS BASIC
ADWORDS	FACEBOOK ADS
GOOGLE ANALYTICS	METRICOOOL

MICROSOFT OFFICE

SOCIAL MEDIA PLATFORMS

GOOGLE MY BUSINESS

HOOTSUITE



## About me

Enthusiastic and proactive person with abilities in communication and interpersonal skills, very responsible and punctual. Ability to cope with difficult situations, work under pressure and to learn quickly. Willing to work in a variety of employment situations. Able to multitask, collaborate, and work autonomously.



## Education

- **SHECODES** SEPT 2022 - CURRENTLY  
Front end web developer bootcamp.
- **MELBOURNE CITY INSTITUTE OF EDUCATION** SEPT 2020 - SEPT 2021  
Diploma of Social Media Marketing.
- **DIEGO PORTALES UNIVERSITY, CHILE.** MARCH 2010 - DEC 2014  
Degree in Advertising and Social Communication.
- **FOTOCINE CLUB CHILE** OCT 2016 - DEC 2016  
Course of intermediate Photography.



## Experience

- > **Digital Marketer** AUG 2021 - SEPT 2022 (Melbourne)  
**MISTER MAGNETS**  
Develop digital marketing strategies for social media, email marketing and blog. Device and produce Social Media Content, monitor metrics regarding audience engagement and develop customer outreach programmes. Copywriting and content production. Responsible for design and visual content for social media. Taking pictures, videos & reels creation weekly. Managing ad campaigns through Facebook and Instagram. Brand style guide creation for social media. Research of keywords and website analysis through Ubersuggest.
- > **Graphic Designer & Photographer** MAR 2021 - AUG 2021 (Melbourne)  
**INNOVATIVE GLASS SOLUTIONS**  
Design of brochures, branding, Facebook templates. Support in IGS website. Photo session of products, edition & retouch. Creation of email marketing campaigns.
- > **Digital Marketer** MAY 2020 - FEB 2021 (Melbourne)  
**BUILDING AND CONSTRUCTION TRAINING AUSTRALIA**  
Device and produce Social Media Content, monitor metrics regarding audience engagement and develop customer outreach programmes. Copywriting and content production. Responsible for design and visual content. Taking pictures, video creation, interactive content, etc. Design of brochures, covers, signs, etc. Email Marketing campaigns and responsible for new branding creation.



## Hobbies



PHOTOGRAPHY



HIKING



PLAY THE PIANO

