

Andrik Reynaldo Santos Maradiaga

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📍 Honduras, San Pedro Sula

Professional profile

I am a passionate professional with over 5 years of experience in Marketing and Commercial Management, holding a Master's in Marketing and Commercial Management and a Bachelor's in Administrative Informatics. My focus is on the success of my team, knowledge dissemination, and customer satisfaction. Throughout my career, I have led and executed strategic projects that have significantly improved the companies I have worked for.

Academic training

EUDE, European School of Business Management

Spain, Madrid

Master in Marketing and Commercial Management,

(2021 - 2023)

National Autonomous University of Honduras

Honduras, S.P.S

Bachelor's Degree in Administrative Informatics

(2012 - 2019)

[See more studies...](#)

Languages

Native: Spanish

English: Intermediate

Work experience

Maega Baterías LTH - S.P.S

Trade Marketing Manager

(01/11/2023 - Present)

- Developed and implemented strategies for the commercialization of new products and services.
- Managed advertising media to promote our brands.
- Developed digital marketing strategies and led successful product launches.
- Created and executed marketing plans, efficiently managing the assigned budget.
- Implemented trade marketing strategies to strengthen customer relationships.

Maega Baterías LTH - S.P.S

Data Analytics Executive

(01/09/2022 - Actualidad)

- Increased sales by 30% through business intelligence strategies.
- Led projects that optimized efficiency and reduced operational costs.
- Conducted data analysis to identify patterns and trends, driving accurate decision-making.
- Developed and maintained high-quality databases and storage systems.
- Presented reports to top management, facilitating strategic decision-making.
- Designed and executed customer loyalty strategies, boosting customer retention by 65%.

Maega Baterías LTH - S.P.S

Community Manager & Senior Designer

(17/11/2020 - Actualidad)

- Monitored metrics and made adjustments to optimize results.
- Created engaging content and managed successful advertising campaigns.
- Conducted market research and provided valuable insights for strategic decisions.
- Designed and executed campaigns that improved lead-to-sale conversions, significantly increasing company revenue.
- Implemented digital marketing strategies that increased the company's online visibility, generating a 60% rise in web and social media traffic.

Maega Baterías LTH - S.P.S

Support IT Regional

(17/12/2019 - 07/08/2020)

- Identified opportunities to improve technological infrastructure and proposed innovative solutions to optimize efficiency and reduce costs.
- Collaborated on the implementation of new technologies and tools to enhance productivity and team collaboration.
- Evaluated and selected cutting-edge software and hardware to keep the organization up to date with the latest technological trends.
- Led IT innovation projects, including adopting cloud solutions, virtualization, and advanced cybersecurity.

Gildan – Río Nance, Choloma Cortés Support IT Regional - Práctica Universitaria (03/06/2019 - 11/10/2019)

- Monitored the network and participated in the implementation of Office 365 and BrightSign devices for internal communication.
- Managed the computer equipment and active directory, maintaining an efficient work environment.

Inversiones Chris - S.P.S	It Manager	(05/01/2016 - 30/01/2019)
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- Ensured uninterrupted operation of the network and technological infrastructure.
- Provided high-quality technical support and improved user satisfaction.
- Supervised regional areas to maintain efficient operations.
- Performed preventive maintenance and efficiently resolved system failures.
- Worked closely with other departments to identify automation and process optimization opportunities through technology.

Techo Honduras - S.P.S Web Manager (01/03/2018 - 04/09/2018)

- I was responsible for ensuring the uninterrupted operation of all websites under my responsibility. This included monitoring servers, managing updates, and efficiently troubleshooting issues to ensure a smooth online experience.
- I carried out a rigorous preventive maintenance program to avoid possible technical problems on the websites. Additionally, I effectively resolved any bugs or incidents that could affect the availability of the sites.

Personal Skills

Communication	Leadership	Teamwork	Time Management
Problem Solving	Adaptability	Creativity	Project Management

Technological Skills

Digital Marketing	Data Analysis	Project Management	Marketing Automation
CRM	Social Media	Web Development	Design Software

Key Skills

Marketing Plan Development	Data Analysis	Brand Management & Positioning
Team Leadership & Talent Management	Budget Management	Resource Optimization
Dashboard Creation	Digital Marketing & Metrics Analysis	Advertising Campaign Management