

# 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**

Business & Marketing Intelligence

(01/09/2022 - Actualidad)

- Increased sales by 20% through business intelligence strategies.
- Supervised projects that optimized efficiency and reduced operating costs.
- Performed data analysis to identify patterns and trends, driving correct decisions.
- Developed and maintained high-quality databases and storage systems.
- Presented reports to senior management, facilitating strategic decision making.
- Developed and executed customer loyalty strategies that increased customer retention by 25%.

**Maega Baterías LTH - S.P.S**

Community Manager Senior

(17/11/2020 - Actualidad)

- Achieved a 30% increase in participation on social networks through effective digital strategies.
- Monitored metrics and made adjustments to optimize results.
- I created attractive content and managed successful advertising campaigns.
- Researched the market and provided valuable information for strategic decisions.
- Designed and executed campaigns that improved the conversion of leads into sales, contributing to a notable increase in the company's income.
- Implemented digital marketing strategies that increased the company's visibility online and generated a 30% increase in web traffic.

**Maega Baterías LTH - S.P.S**

Support IT Regional

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

- I identified opportunities for improvement in the technological infrastructure and proposed innovative solutions to optimize efficiency and reduce costs.
- I collaborated in the implementation of new technologies and tools that improved productivity and collaboration within the team.
- I was responsible for the evaluation and selection of cutting-edge software and hardware to keep the organization up to date with the latest technological trends.
- Led IT innovation projects, such as the adoption of next-generation cloud, virtualization and cybersecurity solutions.
- Promoted a culture of continuous learning among the systems team, encouraging the acquisition of new skills and adaptation to technological advances.

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

- 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**      Jefe de Informática      (05/01/2016 - 30/01/2019)

- I guaranteed the 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 resolved faults efficiently.
- Collaborated closely with other departments to identify opportunities for process automation and optimization 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

## Technical Skills

Data Analysis	SEO and SEM Strategies	Marketing Automation	Advertising Campaign Management
CRM Management	Sales Reporting	Competitor Analysis	Sales and Marketing Forecasting Models