



# Elena Ordóñez

Quadrilingual professional with expertise in Salesforce CRM, digital marketing, and project management. Proven international experience leading 360° campaigns, managing multicultural teams, and developing strategic partnerships. Skilled in digital tools and social media. Swiss C permit holder, based in Fribourg, available across French-speaking Switzerland.

- Creative
- Objective
- Proactive
- Multilingual
- Versatile
- Analytical

Fribourg  
Switzerland

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## EDUCATION

### Bachelor of Business Administration\*

UNAM (National Autonomous University of Mexico), Mexico City. 2009 – 2014

\* **Swissuniversities**-certified, officially recognized as equivalent to a Swiss bachelor's degree in business management.

### Bachelor of Laws

UNAM, Mexico City. 2013 – 2018

2024 Google IT Support Certificate.

2023 Intercultural, leadership, and HR management training, ORS Switzerland.

2020 XIIth and XIIIth Digital Marketing

2019 Congress, Promoción Empresarial, Mexico City.

2010 Disney Sales Certificate Seminariu, Mexico City.

## ADDITIONAL CREDENTIALS

- Salesforce CRM and Hubspot – professional use.
- Google Analytics, My business and Adwords – professional use.
- Facebook and Instagram Ads – professional use.
- Wordpress, TYPO3 and Craft CMS – professional use.
- CleverReach and Canva – professional use.
- Adobe Creative Cloud – daily use.
- Weekdone and Asana – professional use.
- MS Office and Power BI – professional use.

## PROFESSIONAL EXPERIENCE

### Caritas Fribourg (Fribourg)

2023 – Present

#### Manager – Marketing, Communication & Projects (CarteCulture)

- Lead the creation and management of content for Caritas Fribourg and CarteCulture websites and social media channels (+10% annual growth in Facebook and Instagram followers).
- Design and manage large-scale bilingual email and newsletter campaigns (+8% subscribers).
- Analyze CarteCulture data and present results using Power BI and institutional reports.
- Develop, negotiate, and manage partnerships (FR/DE) for CarteCulture (+8.3% annual growth).
- Oversee the production of the Caritas magazine in collaboration with editor Corinne Jaquière.
- Organize and manage internal and external events (FIFF, Nuit des Musées, Les Georges, Swiss Museum Pass) with 90% participation and 95% satisfaction.
- Create and edit bilingual visual and video content (FR/DE) using Illustrator, InDesign, After Effects, Canva, and Filmora.
- Define communication strategy and strengthen brand identity.
- Design and produce the annual activity report using InDesign.

### Ors Group (a serco company) Bern

2022 – 2023

#### Manager – Human Resources & Executive Assistance

- Plan and organize the monthly work schedule for 90 employees using Interflex.
- Define roles and daily team assignments.
- Lead ongoing training for all employees to enhance their skills, in direct coordination with the Zurich headquarters.
- Train staff in the use of tools (SEM / ORS).
- Utilize technological platforms such as Interflex, Power BI, and Navision.
- Develop action plans to optimize administrative processes, communication, and human resources management.

#### Social Care Worker

- Support and provide information and assistance with housing searches, medical appointments, and emotional and psychological issues.
- Prepare reports, purchase orders, and applications related to various social issues.
- Provide assistance in French, English, and German.

### Bang Solutions Fribourg

2021 – 2022

#### Digital Marketing Manager

- Analyze data with HubSpot CRM to optimize performance (+20% leads, +8% new clients per year).
- Design digital and creative strategies, including campaigns, advertising content, and customized events.

## LANGUAGES

- Spanish - mother tongue
- French - C2 proficiency
- English - C2 proficiency
- German - B2 proficiency

## HOBBIES

- Art
- Technology
- Writing
- Music (classical and international)
- Pets (dogs and cats)
- Singing
- Drawing
- Traveling
- Piano playing
- Fitness training
- Volleyball

## PROFESSIONAL EXPERIENCE

**Murguia** (Insurance broker) Mexico City

2018 - 2020

### Marketing Manager

- Conceptualize digital campaigns as well as 360° marketing and communication strategies for Latin America and the United States.
- Implement a CRM software (Salesforce) tailored to the company's needs.
- Develop the customer service department, achieving +7% cross-selling and +5% up-selling annually.
- Organize corporate events and create memorable customer experiences, generating +5% new clients and +23% leads per year.
- Responsible for Public Relations.
- Create and develop a new brand in the USA (Risiko Corporation).
- Develop unique concepts and strategies for insurance products.
- Manage a 30-strong marketing team spanning national and international markets.
- Owned the Net Promoter Score (NPS) strategy for key clients while developing and strengthening high-value partnerships with leading insurance groups in Mexico, including Allianz, MetLife, AXA, Zurich, and GNP.

**Grupo Day** (Accounting services) Mexico City

2015 - 2018

### CRM Coordinator

- Lead Salesforce projects and loyalty programs (+15% adoption, +8% sales growth).
- Organize high-impact events (+4% clients, +20% leads per year).
- Optimize sales and marketing (+10% conversion, +12% customer engagement).
- Direct marketing communications and strengthen brand awareness (+10% social media reach).
- Oversee data analysis and corporate image management.

**Inmuebles 24** (Advertising services for the rental or sale of real estate properties) Mexico City

2014 - 2015

### Chief of Staff

- Lead the design and deployment of the internal CRM, increasing user adoption by 15% and team productivity by 6%.
- Plan and execute digital marketing and communication initiatives, generating +12% customer engagement and +8% qualified leads.
- Supervise and coordinate commercial teams (10 people), improving overall performance by +15%.
- Design and deploy international advertising campaigns (Argentina and Mexico), increasing brand reach by +25% and qualified leads by +5%.

**IZA Business Centers** (Corporate office rental) Mexico City

2013 - 2014

### Business Center Manager

- Develop public relations, marketing, and sales strategies.
- Implement "Save the Date" campaigns.
- Supervise the sales team and customer service.
- Manage loyalty programs.
- Manage leads and create new commercial opportunities.

**Cuarto Creativo** (Digital Marketing & Advertising Agency) Mexico City

### Key Project Manager

- Manage multiple street activation projects, including samplings, brand experiences, and giveaways for global clients such as Unilever (Dove, Tresemme, Sedal, Rexona, Knorr and Axe), Sanofi (Lactacyd), Mercedes-Benz and Christian Dior.
- Led end-to-end customer experience management during brand activations, designed pre- and post-campaign presentations, analyzed performance results, and contributed to creative development for large-scale advertising campaigns and commercials.