

# Evan Truesdale Serrano

FITNESS MARKETING ASSISTANT

+34650309123  
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## SKILLS

Advanced Excel

SAP

Customer Service  
Orientation

Export/Import  
Documentation

Cost Management

## LANGUAGES

English

Spanish

Basque

## DRIVING LICENSE

Driving license category  
A2

## ABOUT ME

I am a professional account manager with expertise in international trade, including global business operations, logistics, customs management, and international financing. I excel in managing import/export processes, international payment systems, and developing strategies for market expansion. With a strong background in international marketing, digital trade tools, and negotiation, I am dedicated to helping companies navigate complex global markets and achieve success.

## WORK EXPERIENCE

**Fitness Marketing Assistant**  
Bejao / Barcelona / Jan 2023 - Aug 2024

- Managed social media platforms to promote fitness programs and services.
- Designed and executed marketing campaigns targeting gym memberships and events.
- Created visually engaging content for social media and email newsletters.
- Conducted market research to identify trends and improve member retention strategies.
- Analyzed campaign performance metrics to optimize future marketing efforts.

## EDUCATION

**Higher National Diploma**  
UOC / Barcelona / 2025

- Marketing and market analysis for international markets.
- Contract negotiation and client-provider relationship management.
- Administrative management of import/export processes.
- Logistics and warehousing optimization for international goods.
- Knowledge of payment methods, guarantees, and international legal frameworks.