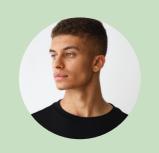
Evan Truesdale Serrano



FITNESS MARKETING ASSISTANT



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.