



Laura Hernández Téllez

ADVERTISING, MARKETING & PUBLIC RELATIONS SPECIALIST

I am a passionate about communications with three years of experience about building strategies in the B2B and B2C market to make companies grow, taking profit of all the resources that the online and offline world brings to us. I consider my self as a curious person that never stops investigating, giving as a result a complete profile of a hardworking and proactive employee that always tries to keep the efficiency first. Adaptability, creativity and strategy are the three main words that are with me always, being my best allies to face my professional and personal life.

Work experience

Ogilvy

Account Executive for Volkswagen

August, 2023 - Now

As an Account Executive at Ogilvy, I have been offering my services to Volkswagen for its commercial vehicles line. In this job position I have developed different tasks:

- Project Management with Notion and Smartsheet (specialised in automations)
- Team Management
- Design and activations of email campaigns
- Community management & contest activations with an internal platform
- CMS Management to keep the Volkswagen website up to date with an internal CMS
- Invoicing with Maconomy

SeQura

Digital Marketing Specialist

March, 2021- November, 2022

As a Digital Marketing Specialist at the fintech SeQura, I have developed different tasks in order to build strategies to finally cover the B2B and B2C markets at the same time that recurrent company's needs were fulfilled. This tasks implied:

- Project Management with Notion and Monday
- Interns Team Management with internal dashboards
- Design and activations of e-mail campaigns with Mailchimp
- Design, development and implementation of the newsletters for the B2C and B2B markets with Mailchimp
- Design and creation of the newsletters for B2B and B2C targets with Mailchimp
- Analysis of the e-mail campaigns' results in order to improve the performance with Mailchimp
- Community Management on Instagram, Facebook, LinkedIn and Twitter with Instagram, Facebook, LinkedIn, Twitter and Hubspot automations
- Design and implementation of social media strategy with Instagram, Facebook, Twitter, LinkedIn and Hubspot automations.
- Design and publication of the social media content with Adobe Photoshop, Adobe Illustrator, Canva, Figma and Hubspot automations.
- Design and implementation of the social media advertisements with Instagram, Facebook, Facebook Ads, Twitter and Hubspot automations.
- Analysis of the social media results with Hubspot automations, reports of results of Instagram and Facebook reports and Excel.
- CMS Management, design of the new website structure and publication of new content with Wordpress
- Design and publication of the blog content calendar with Wordpress
- Creation of landing pages to increase the lead's generation with Unbounce
- Redesign of the business forms to increase the lead conversion rate from 1.5% to 3% combined with the new structure of the website with Wordpress and Unbounce
- Creation of valuable online and offline content for the B2C and B2B markets (white papers, market studies, infographics, triptych leaflet, etc.) with Adobe Photoshop, Adobe Illustrator, Canva and Figma
- Participation in the rebranding strategy to create a new image for the brand
- Events organization and preparation of the corporate materials needed for each one (corporate uniforms, smart business cards, design of the stands, informational content etc.) with Adobe Photoshop, Adobe Illustrator, Canva and Figma
- Planning and implementation of the online paid media with Google Ads and Facebook Ads
- Planning of the online and offline media of the online and offline media presence
- Market benchmark and studies to improve the business performance with Similarweb, Semrush and Excel

Contact

Mobile Phone

+34 634 410 795

Location

Forchstrasse, 8032, Zürich

Mail

laura.hernandez199808@gmail.com

LinkedIn

www.linkedin.com/in/laurahernandeztellez/

Education

Advertising, Marketing and Public Relations Bachelor Degree

ESERP Digital, Business and Law School

2019 - 2023

Skills

Professional skills

Adaptability | Team work | Emotional intelligence | Fast learning | Risk management | Problem solving | Critical thinking | Creativity | Attention to detail | Active listening | Process improvement | Decision making | Project management

Technical skills

EDITION

Adobe Photoshop | Adobe Illustrator | Adobe Indesign | Figma | Canva | iMovie

CRM & MAILING

Hubspot | Mailchimp

DATA

Semrush | Smartsheet | Excel

WEBSITE

Wix | Wordpress | Unbounce | Google Analytics

SOCIAL MEDIA & MANAGEMENT

Facebook | Facebook Ads | Instagram | TikTok | LinkedIn | Youtube | Jira | Trello | Notion | Monday | Smartsheet | Hubspot automations

Languages

Spanish

Native

English

C1

Catalan

Native

German

A1 (Now)