Laura Hernández Téllez

ADVERTISING, MARKETING & PUBLIC RELATIONS SPECIALIST
(ESERP DIGITAL, BUSINESS & LAW SCHOOL)

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PROFILE SUMMARY

I am a passionate about communications with three years of experience about building strategies to make companies grow, taking profit of all the resources that the digital 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.

SKILLS

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

TECHNICAL SKILLS
Adobe Photoshop | Adobe Illustrator | Adobe Indesign | Canva | iMovie | Hubspot | Mailchimp | Semrush | Excel | Microsoft Office | Wix| Wordpress | Google Analytics | Facebook | Facebook Ads | Instagram | Linkedin | Tik Tok | Youtube | Jira | Trello | Notion | Monday

LANGUAGES
Spanish (Native) | Catalan (Native) | English (C1)

WORK EXPERIENCE

OGILVY | ACCOUNT EXECUTIVE (AUGUST, 2023 - NOW)

- Project Management
- Team Management
- CMS Management
- Offline Marketing Management
- Design and Activation of email campaigns
- Community Management
- Contests Activation

SEQURA | DIGITAL MARKETING (MARCH, 2021 - NOVEMBER, 2022)

- Team Management
- Project Magement
- Design and Activation of email campaigns
- Community and Social Media Management
- Social Media Analysis
- Contests Activoation
- Rebranding
- Events Organization
- Online & Offline Media's Presence Planning
- Offline Marketing Management
- Market Studies
- Conversion Strategies (Lead's Funnel)
- CMS Management
- Google Analytics