



Laura Hernández Téllez

Advertising, Marketing and Public Relations

A passionate of the communication world. My ambition in life is learning day by day about how we can talk to the world and how we can improve it, discovering new communication touch points and understanding the different communication agents. I consider my self as a hard-working person and as a good problem solver. I work well under pressure with team mates or alone. I am a good team and tasks coordinator too.



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Education

NOW

ADVERTISING, MARKETING AND
PUBLIC RELATIONS DEGREE
IN ENGLISH (4RTH YEAR)

ESERP BUSINESS AND LAW SCHOOL

2021

GOOGLE ANALYTICS FOR BEGINNERS &
HOW TO CREATE A CAMPAIGN WITH
HUBSPOT

GOOGLE ACADEMY

2021

BASIC ASPECTS ABOUT REPORTS
HUBSPOT ACADEMY

Other skills

Programs that I have been working with...

PHOTOSHOP

EXCEL

ILLUSTRATOR

HUBSPOT

INDISIGN

NOTION

GOOGLE DRIVE

FIGMA

SIMILAR WEB

Languages

CATALÀ

NATIVE

CASTELLANO

NATIVE

ENGLISH

HIGH LEVEL

Work Experience

24/03/2021 - 25/11/2022

SEQURA (BARCELONA)

- Newsletter Creator with **Mailchimp**.
- Mailing Creator with **Mailchimp**.
- Landing Pages Creator with **Unbounce**.
- Business Forms Builder and Scheduler with **Unbounce**.
- Commercial Infographic Creator with **Photoshop** and **Illustrator**.
- Creation, correction and sending of whitepapers and marketing studies.
- Events Organizer and Planner.
- Paid Media Organizer and Planner.
- Media Coverage and Reputation Controller.
- Content Organizer and Planner of the Inbound Department.
- Social Media Content Creator, Organizer and Planner (Instagram, Facebook, LinkedIn and Twitter).
- Designer of the new social media strategy to improve the engagement of the social media networks.
- Instagram's Contest Strategy Planner and Organizer.
- Engagement control of social network posts with **Hubspot**.
- Creations of data bases of lead for the Commercial Department with **Similar Web**.
- Qualification of leads for the Commercial Department with **Similar Web**.
- Studies of competition regarding to the communication field.
- Task Coordinator of the Internship Team.

2018-2021

MERCADONA (SANT SADURNÍ D'ANOIA)

2018

CARREFOUR (MARTORELL)

2018

LEFTIES (BARCELONA)