

# MAELYS LOPEZ

INGENIEUR COMMERCIALE

## CONTACT

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## PROFILE SUMMARY

Experienced and results-driven Marketing Manager with a proven track record in developing and executing successful marketing strategies. I am seeking a challenging role where I can contribute my skills in strategic planning, team leadership, and creative problem-solving to achieve business objectives.

## EDUCATION

2029 - 2030

BORCELLE UNIVERSITY

- Master of Business Management

2025 - 2029

BORCELLE UNIVERSITY

- Bachelor of Business Management
- GPA: 3.8 / 4.0

## WORK EXPERIENCE

Borcelle Studio

2030 - PRESENT

Marketing Manager & Specialist

- Led the development and implementation of comprehensive marketing strategies that resulted in a 20% increase in brand visibility and a 15% growth in sales within the first year.
- Successfully launched and managed multiple cross-channel campaigns, including digital marketing, social media, and traditional advertising, resulting in improved customer acquisition and retention rates.

## SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

Fauget Studio

2025 - 2029

Marketing Manager & Specialist

- Conducted market research to identify emerging trends and consumer preferences, providing valuable insights for product development and positioning.
- Oversaw the creation of engaging content for various platforms, collaborating with internal teams and external agencies to ensure brand consistency and relevance.

Studio Shodwe

2024 - 2025

Marketing Manager & Specialist

- Developed and executed targeted marketing campaigns, resulting in a 25% increase in lead generation.
- Implemented SEO strategies that improved website traffic by 30%, enhancing online visibility and positioning the company.
- Collaborated with sales teams to create effective sales collateral, presentations, and promotional materials.

## LANGUAGES

- English: Fluent
- French: Fluent
- German: Basics
- Spanish: Intermediate