

# MARÍA RAMOS



7th March 1983 (A Coruña, Spain)

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Drivers licence. Total availability to travel or change of residence

## WORK EXPERIENCE

**10/2015 – Present. Digital Communication Specialist. Ecovolt, Ireland**

[www.ecovolt.ie](http://www.ecovolt.ie)

- Web content management (Wordpress.org)
- Measurement of audiences (Google Analytics, Clicky).
- Infographics and other visual materials (banners, logos, brochures, etc.).
- Plan advertising Adwords and Facebook campaigns.
- Planning and managing the Social Media strategy: Twitter, Facebook. LinkedIn.
- Blogging. Copywriting of relevant material with SEP optimization standards.
- SEO. Keywords research and specific copy editing.

**09/2015- Now. Digital Marketing Specialist. Volunteer Centre Dún Laoghaire, Ireland**

<http://www.volunteerdli.ie/>

- Devising strategies to drive online traffic to the company website.
- Tracking conversion rates and making improvements to the website.
- Developing and managing digital marketing campaigns.
- Utilising a range of techniques including paid search, SEO and PPC.
- Improving the usability, design, content and conversion of the company website.

**01/2013- 01/2015. Mentor Lead. Data Quality Control Evaluator. Google Maps**

## **(CPL), Ireland**

<https://www.google.ie/intl/es/about/>

- Organise and schedule the Mentors tasks within Portuguese, Italian, Spanish, Argentinian and small market. Makes sure that new shadowers are trained and aware of the different guidelines are also responsible for the New Hires shadowings Plan.
- Update the different document used by all Mentors and provide feedback to Pod Leads about the Mentoring organisation within the market and how to improve the different shadowings guidelines.
- Provide appropriate support to new hire operators or veteran colleagues.
- Review or research patterns in data, focusing on details and taking action to improve data accuracy. Responsible of the last review of the work of the rest of the operators in Spanish team.
- Work within the Spam team detecting trends and bad practices in the users activity using Tools like Map Maker or Supermario.
- Teaching of Spanish within the project “Let’s talk” carried out by me and some co-workers in order to improve the language skills of the employees.

## **09/2012- 12/2012 Customer Service Agent at Covidien (CPL), Ireland**

<http://www.covidien.com/about>

- Credit Assistance: handling of miscellaneous credit activities, process timely return receipts and issue credit to the end customer.
- Complaint Resolution: dealing with telephone queries and complaints.
- Productivity: high volume data input.
- Contribution to Process Improvement: flexibility to change with culture, processes and departmental requirements.
- Customer Service Excellence: providing highest level of customer service at all times, providing back-up to any Customers Services function. Inbound call to fix urgent customer’s problems.

## **02/12-08/12- Digital Communications Specialist. NGO Iandê oca. Madrid (Spain)**

<http://www.iandeoca.org/>

- Online Project Planning.
- Planning of the strategy of communication and content development in social media (Facebook, blog, Twitter).
- SEO web and analysis.

- E-reputation analysis.
- Public Relations.
- E-branding and corporate image.
- Social Media engagement.
- Creating and maintaining of the web [www.iandeoca.org](http://www.iandeoca.org).
- Proofreader.

**10/11-05/12 – Community manager and data entry. Culturalactex. Madrid (Spain)**

<http://www.culturalactex.com/>

- Communication planning.
- Social Media engagement.
- Creating and updating of the library's online blog: <http://biblioturina.blogspot.ie/>
- Planning of the strategy of communication and content development in social media.
- Database management: checking and updating the library's database.
- Creation of a student newspaper.

**10/10-05/11 – Spanish teacher. High School “Joaquín Turina”. Madrid (Spain)**

<http://www.iesturina.es/index.php?lang=es>

- Teaching of Spanish language for students between 14-17 years old within the national project “Plan Refuerza”. Grammar, vocabulary, reading and writing extra tutoring.
- Teacher of the activity Theatre in English. The objective of this activity was to improve students' English through speaking activities and body language both in English and Spanish.
- Translation from Spanish to English of the play written for the students to play at the end of the course.

**01/12-03/12- Copywriter at Kedin.es. Madrid (Spain)**

<http://kedin.es/>

- Updating information on the website relating to musical events.
- Working under tight deadlines.
- Proofreader.
- Information gathering.

**10/10-05/11 – Community manager and librarian. Activa. Madrid (Spain)**

<http://www.activa.org/>

- Social Media engagement.
- Creating and school magazine.
- Database management: checking and updating the library's database.

#### **10/07-10/09- Copywriter Editorial la Capital, S.L. A Coruña (Spain)**

<http://www.elidealgalego.com/>

- Copywriting. Detecting news trends in the area and breaking news.
- News gathering and reporting always under daily deadline.
- Writing and layout of content.
- Verification of information provided by news agencies.
- Proofreader.

#### **01/07-05/07- Copywriter at Radio Onda Aranjuez. Madrid (Spain)**

- Writing the script for radio program.
- Management of telephone interviews and reports.
- Selection of topics and musical cuts.

#### **06/06-09/06- Editor at Chanel Localia TV Coruña. A Coruña (Spain)**

- News gathering and reporting breaking news.
- Verification of the sources of information.
- Verification of the information that came to the chain and the information sources.
- Tight deadlines environment.
- Edition of the video and sound of the pieces of news for TV News.

## **ACADEMIC ACHIEVEMENTS**

#### **2015- Now. Certificate in Digital Marketing**

DBS

<http://www.dbs.ie/>

#### **2015. Google Analytics Individual Qualification**

[https://www.google.com/partners/?hl=es#p\\_profile](https://www.google.com/partners/?hl=es#p_profile)

#### **2014-15. Diploma in PR**

Fitzwilliam Institute Group (Dublin)

<http://www.fitzwilliaminstitute.ie>

## 2012. Courses

**“Web 2.0 and tools for the Community Manager”.**

**“Positioning and Online Marketing: SEO, SEM and Web Analytic”.**

**“Mobile Marketing: applications and uses”.**

**“Social Media: social media, monitoring and crisis management”.**

Innovation and Entrepreneurship Business School (Madrid)

<http://www.iebschool.com/>

10/2009-06/2010 . **Master teacher training in secondary education**

Universidad Complutense de Madrid.

<https://www.ucm.es/masterformacionprofesorado/presentacion>

09/2002-09/2007. **Audiovisual Communication**

Universidad Complutense de Madrid.

<https://www.ucm.es/estudios/grado-comunicacionaudiovisual>

09/2005-04/2006. **Information Science Degree**

Sapienza Università di Roma (Erasmus programme)

<http://www.spisc.uniroma1.it/>

## SKILLS

- Windows, Ubuntu and Internet
- **Web content management systems:** Blogger, Wordpress, Wix. Knowledge of HTML and CSS.
- **Social Media:** Facebook, Twitter, Instagram, Youtube, Soundhound, Foursquare, etc.
- **Monitoring tools:** Google Analytics, Hootsuite, Facebook Insigh.
- **Office:** Word, Excel, Power Point.
- **Work-related skills** in Google products: Google Adwords, Google Docs, Sheets, Presentations etc.
- **Edition:** Dreamweaver, Photoshop, Illustrator, Indesign, QuarkXPress, Adobe Premiere.

## LANGUAGES

- **Spanish:** Mother tongue.
- **English:** Full professional proficiency.
- **Italian:** Professional working proficiency.
- **Portuguese:** Professional working proficiency.