

Digital Marketing Specialist

PAMELA

LOBOGUERRERO GARCIA



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2468 E Broadway, Vancouver – Canada**

I am a Professional in Marketing and Advertising. graduate of the Politecnico Grancolombiano, a four year University in Bogotá, Colombia, I have 6 years experience as a Project Manager, Web Designer and Developer, and Digital Marketing Specialist. I have a broad command of the English language; I hold discipline, organization and sense of responsibility in the highest regard. I have a high resilience to change by being able to adapt and learn at the highest capacity. I pride myself on my entrepreneurial focus while being objective, efficient and honest.

Experience ...

AGENCY MEDIA – Part Time

Digital Marketing Specialist

Vancouver/BC, Canada | September 14th, 2020 – At present.

Responsibilities:

- Attend or participate in project kickoff meetings with clients.
- Take ownership of daily project needs and communications.
- Communicate project status and deliverables with Business Development Reps and clients.
- Support across multiple departments including but not limited to Web, Social Media, Paid, Video, Photography and General Administration\Operations.
- Project Lead on client website projects.
- Assisting with event coordination and execution such as workshops, internal company events and our conferences.
- Assist with Agency's internal marketing strategy (including but not limited to email CRM support and presentation coordination).
- Update website content when required (both internal and client facing)
- General office support.
- Creative discussion and strategy for client project execution

PAMELA LOBOGUERRERO - Self Employed

Project Manager and Digital Marketing Specialist

Vancouver & Bogotá. | August, 2019 – September, 2020

Responsibilities:

- Lead project kickoff meetings with clients.
- Project Lead on client website projects.
- Provision of services across multiple lines (Web, Social Media, Paid, Photography and Branding).
- Creation of marketing strategies for sales.
- Update website contents.
- General Administration tasks.

Accounts: Triple K, Casarama, Tinta, Granalto, Pret A Rent, Equipos Urrego, Estudio 180, Not a Honey

PUBLICITYV

Project Manager

Bogotá, Colombia | February, 2019 – August, 2019.

+57 (1) 317 7917 | Calle73 # 7 – 50

Responsibilities:

- Attend or participate in project kickoff meetings with clients.
- Creation and planification of commercial proposals.
- Resolve projects needs and communications.
- Track project status and deliverables in terms of the budget.
- Project Lead on client website projects.
- Participate in the Agency's internal creation of marketing strategies.
- Update website content for clients.
- Creative discussion and strategy for client project execution

Accounts: Café 18, Rebel Guide, El trasto, Droguerías Galénica.

MULLEN LOWE PROFERO

Web Integrator

Bogotá, Colombia | March, 2017 – May, 2018.

+ 57 (1) 605 8000 | Carrera 9 # 79a 19

Responsibilities:

- Communicate project status and deliverables with manager.
- Project execution on client website projects.
- Assist with client marketing strategy.
- Update website content when required.
- Produce an organized and reusable code.

Accounts: Arturo Calle, Etb, Loteria de Bogotá, Mercedes Benz, A Comer Huevo, Aruba.

RACO AGENCIA

Project Management and Front-end Developer
Bogotá, Colombia |. July of 2014 to March of 2017 / May of 2018 to January of 2019.

Responsibilities:

- Lead project kickoff meetings with clients.
- Project lead and execution on client website projects.
- Provision of services across multiple lines (Web, Social Media, Paid, Photography and Branding).
- Creation of marketing strategies for sales.
- Update website contents.
- General Administration tasks.

Accounts: Ventas en Linea, Triple k, Mental performance, T&M Urbanismo, Logística Medica, Vimafer, Beer House, Centro de Desarrollo Cristiano, Clínica Leticia, Editorial Buena Semilla

E d u c a t i o n ...

D i p l o m a t | **MARKETING AND SALES**

Ilac College – Canada (2020)

C o u r s e | **English** (Pathway Program)

Ilac Kiss- Canada (2020)

C o u r s e | **WEB DEVELOPMENT - FULL STACK**

Acamica – Online (2018)

D i p l o m a t | **CONVERGENT CONTENTS AND DIGITAL ADVERTISING**

Ministerio de las TIC – Colombia (2016)

D i p l o m a t | **TRAINING IN CONSULTANCY**

Politecnico Grancolombiano – Colombia (2014)

C a r e e r | **PROFESSIONAL MARKETING AND ADVERTISING**

Politecnico Grancolombiano – Colombia (2008 - 2013)

C o u r s e | **ILLUSTRATOR & PHOTOSHOP**

CompuClub – Colombia (2011)

C o u r s e | **English** (basic, medium, advanced)

London Empire Academy – Reino Unido (2007)

T o o l s ...

GitHub
Wordpress
Shopify
Illustrator
Photoshop
Indesign
Google Analytics

Google Adwords
Excel
Word
PowerPoint
Visual Studio
Sublime
Fillezilla

Xampp
Scrum
PHP
JavaScript
Angular
CSS

P o r t f o l i o ...

- ✓ Online Resume
<https://paloga87.github.io/My-Resume/english-cv.html>
- ✓ LinkedIn
<https://www.linkedin.com/in/pamela-loboguerrero/>
- ✓ Behance
<https://www.behance.net/pameloga>
- ✓ GitHub
<https://github.com/paloga87>