

Project Manager & Web Specialist

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# PAMELA

## LOBOGUERRERO GARCIA

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**+(1) 619 847 2382, [pame.loga@gmail.com](mailto:pame.loga@gmail.com)**

I am a Professional in Marketing and Advertising. graduate of the Politecnico Grancolombiano, a four year University in Bogotá, Colombia, I have 9 years experience as a Project Manager, Web Designer and Wordpress Web 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 ...

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### **Self Employed**

Project Manager and Digital Marketing Specialist  
Vancouver & Bogotá. | October, 2023 – At present.

#### **Responsibilities:**

- Project Planning (scope, objectives, and deliverables)
- Team Coordination
- Client Communication
- Quality Assurance
- Overseeing content creation and migration
- Security, regular plugin updates and Maintenance
- Training and Documentation

**Accounts:** Triple K, Bemex Services, Michele Linback, Wes-Tacost

## **AGENCY MEDIA – Full Time**

*Digital Marketing Specialist*

Langley/BC, Canada | September 14th, 2020 – September 14th, 2023

Manager: Leland Dieno | +1 604 928 0375

### **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

## **PUBLICITY**

*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

## Education ...

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Diplomat | **MARKETING AND SALES**

Ilac College – Canada (2020)

Course | **English** (Pathway Program)

Ilac Kiss- Canada (2020)

Course | **WEB DEVELOPMENT - FULL STACK**

Acamica – Online (2018)

Diplomat | **CONVERGENT CONTENTS AND DIGITAL ADVERTISING**

Ministerio de las TIC – Colombia (2016)

Diplomat | **TRAINING IN CONSULTANCY**

Politecnico Grancolombiano – Colombia (2014)

Career | **PROFESSIONAL MARKETING AND ADVERTISING**

Politecnico Grancolombiano – Colombia (2008 - 2013)

Course | **ILLUSTRATOR & PHOTOSHOP**

CompuClub – Colombia (2011)

Course | **English** (basic, medium, advanced)

London Empire Academy – Reino Unido (2007)

## Tools ...

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GitHub  
Wordpress  
Shopify  
Illustrator  
Photoshop  
Indesign  
Google Analytics

Google Adwords  
Excel  
Word  
PowerPoint  
Visual Studio  
Sublime  
Fillezilla

Xampp  
Scrum  
PHP  
JavaScript  
Angular  
CSS

## Portfolio ...

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