

# MARKETING CONSULTANT SPECIALIST UX & UI DESIGNER

## ABOUT ME

Forward-thinking marketing pro with international experience. I tackle challenges, deliver winning strategies, and lead impactful teams for business growth.

## CAREER SUMMARY

### Marketing Executive

*Ironhack | May 2018 - Present*

Collaborated with cross-functional teams to create and execute integrated marketing campaigns in three different European markets. Forged strategic commercial alliances that expanded market reach, generating new partnerships. Events and digital strategies, leading to an improvement in user engagement metrics and generated key insights reports providing insights that led to sales growth.

### Marketing Manager

*Huawei | October 2016 - September 2017*

Executed effective joint marketing agreements resulting in an increase in product sales. Event planning and management with operators and retailers, leading to growth in brand visibility and elaborated key insights reports, driving product sales strategies.

### Marketing & Advertising Coordinator

*Remitly (USA) | April 2015 - October 2016*

Led the team to executed successful multi-channel marketing campaigns, events, social media and website content, increasing website traffic and lead acquisition. Conducted market research to provide insights that led to revenue growth. Budget management.

### Marketing Assistant

*Cemex | March 2014 - April 2015*

Created and developed marketing strategies, enhancing sales department performance. Negotiated with suppliers, reducing costs and provided competitive insights that led to a gain in market share. Market research and budget management and budget management.

### Brand Manager

*Ogilvy | January 2009 - March 2014*

Advised clients and delivered communication strategies that increased brand recognition. Skilled in leading advertising campaigns and managing cross-functional teams, resulting in a faster project turnaround and increased brand visibility. Market research and budget management.

## ACADEMIC HISTORY

### IMMUNE Technology Institute

UX/UI Design | 2022

### UAB - Universidad Autónoma de Barcelona

Master in Digital Marketing  
& e-commerce | 2017- 2018

### UAM - Universidad Americana

Bachelor in Marketing and  
Advertisement | 2006 - 2010

## LANGUAGES

Spanish | Native

French | C2

English | C2

## SKILLS & ENDORSEMENTS

- Google Ads, Social Ads
- SEO, SEM
- Salesforce, SAP
- Google Analytics, Wordpress
- Canva, Mailchimp, Semrush
- Zoho, Sendblaster, Notion
- WebinarNinja, LastPass, Snov.io
- Hubspot, Hootsuite, Trello
- UserTesting, Miro
- Figma
- SCRUM, Agile