



Experienced marketing professional adept at strategy, campaign execution, and digital engagement. Eager to drive brand growth and deliver impactful results. Specialized in digital environments, 3 years of experience in marketing and project management, and vast international work experience.

## WORK EXPERIENCE

### MARKETING EXECUTIVE

OCT 2022 - NOV 2023

GRUPO EDELVIVES, MADRID

- Lead comprehensive campaign management that spanned both online and offline, focusing on bilingual education. As part of my role, I manage social media, develop dynamic websites, and newsletters that made an impact. I skillfully orchestrated events, managed public relations efforts, and meticulously generated insightful reports.
- My strategic prowess was evidenced through the development and execution of innovative marketing programs and holistic business solutions. This strategic approach led to a significant increase in brand exposure, a 20% increase in traffic to our channels.
- Writing engaging articles, steering persuasive public relations campaigns, and curating informative newsletters, I demonstrated an array of versatile marketing skills.
- My ability to identify compelling value propositions and key messages significantly enriched the impact of our company's marketing campaigns, accentuating the distinctiveness of our brand in the marketplace.

### SOCIAL MEDIA & CONTENT FOR VIRTUAL BRANDS SPECIALIST

JAN 2022 - OCT 2022

DELIVERY HERO, BERLIN

- Created impactful guidelines to propel DH concept brands' expansion through comprehensive branding and media strategies. Creatively structured and optimized assets, copy, and SEO across diverse regions for owned and paid media. Created resonant brand presence at a regional level through compelling online and offline content.
- Showcased adept leadership prowess by skillfully overseeing projects from initial conception to final execution, consistently ensuring seamless delivery.
- In South America, the devised strategies resulted in an average **24% increase in brand recognition** and in APAC, and innovative SEO implementations increased organic website traffic by **30% across targeted regions**, demonstrating a tangible impact of strategic decision-making.

### SENIOR GLOBAL MARKETING INSIGHTS ASSOCIATE

JAN 2020 - JAN 2022

ATHENEUM PARTNERS, BERLIN

- Expertly managed a multitude of market research consulting endeavors with exceptional organizational and time management skills. These efforts included renowned clients, including Deloitte and Merck, and contributed to grow the portfolio of projects and the average monthly **revenue of the projects I managed to €70k**.
- Utilized communication and resourcefulness to overcome intricate challenges, weaving innovation into every line of business.
- Aptly thrived in high-pressure scenarios with stringent time constraints, consistently delivering excellence within a dynamic and fast-paced milieu.
- Adapted quickly to novel technologies and software applications, fostering continuous growth and proficiency.

### PROJECT MANAGER

JUL 2019 - JAN 2020

GLOBAL PERSPECTIVES, OVIEDO

- Through adept coordination with contractors and performance oversight, executed project timelines with **98% on-time completion**.
- Contributed incisive project reports that not only outlined triumphant achievements but also offered actionable insights and recommendations.
- Skilledly negotiated and oversaw third-party contracts integral to project deliverables, driving a 15% reduction in external costs while ensuring unwavering quality standards.
- Spearheaded strategic resource allocation, identifying and securing the requisite plans and assets, culminating in the attainment of project goals and objectives.
- Provided multi-phased market research strategies to esteemed clients such as ICON, Hartmann, and Janssen, which resulted in a **25% expansion in the project portfolio**.

## COMMUNICATIONS ASSISTANT

SEP 2018 - JUN 2019

ZESTO DIGITAL, GIJÓN

- Managed Facebook, Twitter, Instagram and LinkedIn for Fotocasa to promote brand achieving an **average audience growth rate of 20% and a 32% increased engagement in 6 months.**
- Initiated and developed calendar for story ideas and publication planning based on business priorities and accomplishments for our client.
- Maintained and created content for corporate website and blog using content management systems (Wordpress), worked together with design team to create visual assets and develop newsletters.

## EDUCATION

**DIGITAL MARKETING, SOCIAL MEDIA AND COMMUNICATION (MASTER'S)** OCT 2021 - OCT 2022

UNIVERSIDAD CAMILO JOSÉ CELA

**INTERNATIONAL COMMERCE AND MARKETING (BACHELOR'S DEGREE)** SEP 2015 - JUN 2019

UNIVERSIDAD DE OVIEDO

## SKILLS

- Working experience: Photoshop, Lightroom, Adobe Premier Rush, ActiveCampaign, Google Analytics, Google Tag Manager, Google Data Studio, MailChimp, Benchmark, Talkwalker, Figma, Canva, HubSpot, & Microsoft Office Suite.
- Intermediate level: Adobe Premier Pro and After Effects.
- Project management software experience with Miro and Jira.
- Adaptable and neat communication both in English and Spanish.
- Experienced with CMS tools such as Hootsuite, Wordpress and Joomla.

## LANGUAGES

- **ENGLISH** NATIVE
- **SPANISH** NATIVE

## TO BE MENTIONED

**FACEBOOK MANAGER AT TRAVEL RADAR (VOLUNTEER)**

MAY 2022- JAN 2023

**ASTURIAS MARKETING AWARD 2019 FROM MARKETING CLUB OF ASTURIAS**

MAY 2019

**WINNING PROPOSAL AT ENTREPRENEURIAL PROJECTS CONFERENCE 2018 -  
UNIVERSIDAD DE OVIEDO**

DEC 2018