

ELENA MARTÍNEZ

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Barcelona, Spain

PROFESSIONAL SUMMARY

Detail-oriented Digital Marketing Specialist with 2 years of experience in content creation and social media management. Demonstrated success in increasing engagement by 40% and managing campaigns with budgets up to €10,000. Seeking to leverage my analytical and creative skills at a forward-thinking company.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING AGENCY | Barcelona, Spain

Digital Marketing Assistant | September 2021 - Present

- Manage social media accounts for 5 clients, increasing followers by an average of 35% in 12 months
- Create and optimize content for blogs and social media, resulting in 25% higher engagement rates
- Assist in developing and executing PPC campaigns with a monthly budget of €10,000
- Conduct market research and competitor analysis to inform marketing strategies
- Collaborate with the design team to create visually appealing marketing materials

TECH STARTUP | Barcelona, Spain

Marketing Intern | January 2021 - June 2021

- Supported the marketing team in content creation and social media management
- Helped organize 3 industry events with over 100 attendees each
- Conducted weekly analytics reports using Google Analytics and social media insights
- Contributed to the redesign of the company website, improving user experience

EDUCATION

UNIVERSITAT DE BARCELONA | Barcelona, Spain

Bachelor's Degree in Marketing and Digital Communication, 2020

- Final Project: "Effectiveness of Social Media Marketing in the Tech Industry" (Grade: 9.2/10)
- Relevant coursework: Digital Marketing, Content Strategy, Analytics, Consumer Behavior

SKILLS

Technical Skills:

- Social Media Management: Hootsuite, Buffer, Sprout Social (Advanced)
- Analytics Tools: Google Analytics, Facebook Insights, Instagram Analytics (Intermediate)
- Content Creation: Canva, Adobe Photoshop, WordPress (Intermediate)

Language Skills:

- Spanish: Native
- English: Advanced (C1)
- French: Basic (A2)

Certifications:

- Google Analytics Individual Qualification (2021)
- Hootsuite Social Media Marketing Certification (2020)