

7-5-1992

# Lorena Martinez

## DIGITAL PROJECT/MARKETING MANAGER

+34 610 82 41 02

✉ lorenamartinezlobato@hotmail.com

☆ References available upon request

linkedin.com/in/lorenamartinezlova/



As a Manager and Leader for over 10 years, with high skills in project management, marketing digital, and customer success. I would define myself as a resolute and creative person who always is looking for improvements.

### TOOLS

**CRM** - Hubspot, Mailerlite.

**SOCIAL MEDIA** - IG, FB, Youtube, Tik Tok, Twitter, LinkedIn.

**ADVERSITING** - Google Business Suite.

**MAIL** - Active Campaign.

**ANALYSIS/TRACKING** - Google analytics, Jira, Metricool, Pendo, Google trends, Buzzsumo, Datadog, Google Optimize.

**SEO/SEM** - Semrush, Keywords Everywhere Google, Inssist.

**OTHERS:** Slack, Trello, Wordpress, Answerthepublic, Loom, Zoom, Canva, Typeform, Contasimple, Dropbox, Etc.

### EXPERIENCE

#### DIGITAL PROJECT MANAGER-MARKETING

*7/2021 to 8/2022 at Despierta en Vida \*REMOTE\**

- Product and operations management, e-Commerce.
- Social media marketing and advertising.
- Creative content creation and email marketing.
- Marketing strategy and data analysis.
- Agile methodology.
- Sales effectiveness.
- Web design. (WordPress website and landing pages)
- Hazard analysis and critical control points.

#### CUSTOMER SUCCESS MANAGER

*6/2020 to 6/2021 at Dorsia Clinic*

- Customer relationship management (CRM).
- Microsoft Word, Power Point and Excel.
- Recruiting and employee training.
- Inventory management, invoices and order fulfillment.
- Emotional intelligence.

#### THERAPIST

*5/2018 to 4/2020 at Marriot, Sheraton Sydney*

- Information about new products or brands.
- Sales and recommendations for assigned customers.
- Facial treatments/body treatments.

#### PROJECT MANAGER TEAM LEAD-MARKETING

*2/2015-1/2018 at Corporal Beauty*

- Marketing communications
- Business development and strategy.
- Agenda development and call quality.
- Sales management.

#### LEADER & MANAGER-MARKETING

*4/2014 to 11/2014 at Aqua Spa*

- Promote the purchase in the establishment.
- Reception, agenda management.
- Strategic thinking.
- Recruiting and employee training.
- Inventory management.

### WHY HIRE ME?

- BEST SETTING GOALS TO THE GROUP AND MOTIVATE THEM

- VERY APPROACHABLE, RESOLUTIVE AND STRATEGIC

- ABILITY TO MULTI-TASK AND CREATIVITY

- CRITICAL THINKING AND EMOTIONAL INTELLIGENCE

- 100% CONFIDELITY

- FLUENT ENGLISH

- NATIVE SPANISH

### EDUCATION

#### I AM HIGHLY EXPERIENCED IN:

- MARKETING DIGITAL  
- E-COMMERCE

- LEADERSHIP AND MANAGEMENT  
- PROJECT MANAGEMENT  
- CUSTOMER SERVICE  
- COMMUNITY MANAGER

#### **Remote work**

*(Actually living in Spain)*

*Immediately available.*

# SKILLS

## LEADERSHIP

- Liaison between workers and management.
- Coaching and developing existing employees.
- Monitoring performance and initiating action to strengthen results.
- Conducting timely performance evaluations.
- Conducting and building a team to achieve the vision.

## MANAGEMENT

- Supporting problem resolution/decision-making.
- Dealing with performance problems and terminations.
- Tracking and reporting scorecard results.
- Training new employees.
- Planning and goal-setting for future periods.

## DIGITAL PROJECT MANAGEMENT

- Assessing and evaluating project success.
- Creating and communicating a project plan, schedule and budget.
- Assigning tasks and deadlines.
- Manage stakeholder relationships.

## COMMUNITY MANAGER

- Creating a strategy/Analysis data/Metricool, Google Analytics.
- Posting stories, reels, and posts with a strategic schedule/Automations.
- Attract existing customers and new members to join our Community.
- Customer support.

## VIRTUAL ASSISTANCE

- Managing calendars, appointments, and emails.
- Create a website (WordPress) or a Landing page.
- Making or editing posters, flyers, business cards, invitations, ads, Etc.
- Preparing PowerPoint presentations, file conversion...