

7-5-1992

Lorena Martinez

DIGITAL PROJECT/MARKETING MANAGER

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References available upon request

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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.

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.

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.

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...