

Pyrus

EDUCATION

Bachelor of Arts in Communication Studies

Master of Business Administration (MBA)

EXPERIENCE

Customer Relations Manager

02/2012 - 06/2017

- Acted as the main liaison between the company and our valued clients. Implemented feedback mechanisms that significantly improved our products and services, leading to a 15% uptick in customer retention and a 10% growth in referral business.
- Hard skills: Customer Feedback Analysis, Conflict Resolution, Client Onboarding, Referral Strategies.

Content Strategy Lead

07/2017 - 09/2020

- Developed and executed content strategies for various clients in the tech industry. This involved understanding their target audience, and designing content plans accordingly. My strategies resulted in a 40% engagement increase on average for our clients.
- Hard skills: Content Creation, Audience Analysis, Engagement Tracking, Adobe Illustrator, Adobe premier.

Digital Marketing Manager

10/2020 - Present

- Managed the digital marketing strategies for a renowned e-commerce platform. Collaborated with multiple teams to ensure cohesive branding across various digital channels. Under my leadership, we saw a 30% increase in web traffic and a 20
- Hard skills: SEO Optimization, PPC Campaigns, Brand Development, Tableau.

SOFT SKILLS

Effective Communication, Team Leadership, Analytical Thinking, Client-Centric Approach, Problem-Solving, Adaptability.

LANGUAGES

English, Spanish.