

PAULINA AMADOR

CDMX

5547976444

paulina.amador8820@gmail.com

Paulina.amador



I am a digital marketing proficient with a competitive and analytical personality. I am confident that I will be able to take on the role of Marketing Coordinator for your company. As you can see from my resume, I have a wide range of skills and work experience in social media and digital marketing. My strongest skill is in building content for social media platforms, but I also enjoy data-driven decision making and have an excellent understanding of customer acquisition.

Professional skills

- Management
- Forecasting
- Market research
- Analytical
- Leader
- Customer orientated
- Partnership
- Negotiation
- SAP and Office Suite expert
- Hubspot, Metricool and Sem Rush proficient.
- Video and content creator
- Social Media advertiser

Working Experience

SEPTEMBER 2022 – PRESENT

Marketing Coordinator / STAFI – GRIMALDI LAW FIRM, FL. US / REMOTE

I am responsible for the marketing team, within the main tasks are to achieve an optimal conversion funnel to attract new potential clients for the firm, to achieve this objective, I implement different communication strategies and use different marketing channels such as social networks, landing pages, social ads, and create valuable content for the audience. Likewise, is the creation of reports to measure the progress of the strategies and make decisions supported by data. Together with the marketing team, we develop webinars and events, from the conceptualization of the event to the logistics and analysis of post-event data. In this position, I have developed my skills on different productivity platforms and, I have improved my skills on CRM platforms such as Hubspot and others.

JULY 2020 – AUGUST 2022

Marketing Leader / ZARAM Agency, CDMX / REMOTE

Leader at digital marketing agency focused on startups with clients in several industries, servicing all of Mexico, US and Canada, consulting and developing tailored digital marketing plans including SEO, SEM (Google ads) strategies, organic social media, Google display network ads, and paid social ads on multiple platforms. I'm executing digital campaigns, including buying digital media, developing creative assets, and optimizing and retargeting. Development of branding, including logo creation, branding guidelines development, mission and vision, and brand launch campaign strategies and collaterals. Web development is focused on the customer journey and conversion funnels where our customers can capitalize on more customers and accomplish their revenue, always thinking about having a good customer experience.

MARCH 2021 – JUNE 2021

Product & Marketing / Element Fleet Management, CDMX

In this position I supported the development of new products, since the feasibility process until create the appropriate material for commercial matters. I supported MEX, US and Canada, analyzing markets comparing differences between countries creating an alignment along these 3 countries. I supported the creation of educational literature for internal customers in order that everyone is aligned on strategic topics. I was involved creating content for webinars, focus groups and plan the execution of these. In this position I developed my strategical and analytical skills so I can transform raw data into valuable insights that help the growth of the business. I worked supporting a maternity leave.

APRIL 2019 – JUNE 2020

Product Manager/ Valeo Service, CDMX

Responsible for all marketing requirements for the Ultimate Wipers line, including trade marketing, forecasting, sales negotiations, aftersales follow-up, follow up with procurement team and logistics, costs negotiation with suppliers, cataloging, and monthly follow up reports. I worked directly with medium and small retailers, such as Rolcar, Autozone, Fraguimex, Runsa between others, I was responsible to create customized promotions for each customer along with the sales team, always looking for a win-win deal, also provide marketing display material for each sales point and working along design team of each customer to approve promotional material with the brand displayed.

SEPTEMBER 2015 – APRIL 2019

Research Initiatives Coordinator / JATO Dynamics, EDO MEX

I lead the Incentives, TCO, and Model Mix team, where my responsibility was to update the different platforms on monthly basis, also keep in touch with our principal customers of these products such as VW, Nissan, Chevrolet, among others. Also, lead the entire process of development of these same platforms in Argentina and Chile, and create time tables, found information suppliers, create the launching budget, and the forecast for the following years. In this position also, worked with Analysis and Reports team where we created customized reports as benchmarks and also provide business consulting to help our customers make important decisions. Among other things I was responsible for management tasks such as Scorecard reports, create SMART objectives, KPI's follow up, follow up meetings with my team and help them achieve their goals. Also, at the beginning was responsible for specs and incentives research where I lead brands like Mazda, Toyota, BMW, Mercedes Benz, Subaru, and MINI.

Education

JULY 2020 – FEBRUARY 2021

Digital Marketing Diplomat / Universidad Anáhuac, CDMX

Digital Marketing diplomat with additional Pearson Soft Skills certificate in Communication.

NOVEMBER 2018

Level 3/ Chartered Management Institute, UK

They accredited me with the foundations of management skills, where I'm able to manage a team creating SMART objectives, keep the proper follow up of each individual.

MAY 2014

Bachelor in Marketing / Universidad del Valle de México, EDO MEX

Best Rank in CENEVAL Exam of my generation, 9.4/10 Final GPA and I was President of Marketing student Committee.