



DIGITAL MARKETING SPECIALIST

PROFILE

Advertising Professional and Digital Marketing Specialist. Focused on graphic design, branding, social media graphics and web design. I enjoy building and implementing digital strategies. Experienced in Content Marketing, Blogging, SEO, Email Marketing and Social Media Marketing.

LANGUAGES

- Spanish: Native proficiency.
- English: Professional working proficiency.
- French: Limited working proficiency.

PERSONAL PORTFOLIO

www.carolinatorresr.com

PERSONAL PROJECT

www.redmujeresxelmundo.net

CONTACT ME

+1 438 403 0797
contact@carolinatorresr.com
<https://www.linkedin.com/in/carolinatorresrestrepo/>



EXPERIENCE

DIGITAL MARKETING SPECIALIST (FREELANCE)

Different Clients | Apr 2018 - Present

2019

Design and layout of page elements (Wireframes). Images edition for websites. Logo creation. Social media graphic design. Digital content creation. Wordpress web design. Influencer marketing.

SOCIAL MEDIA SPECIALIST

Primus Immigration | Apr 2018 - July 31 - Montreal

2019

In charge of managing social media accounts and creating social media for daily postings (copy and design). I created and released weekly blog posts.

PR ACCOUNT MANAGER

Market Cross Company | Nov 2016 - Jun 2017 - Colombia

2017

Drafting Press Releases. Daily contact with media. PR & Communications events. Copywriting for different campaigns. I analyzed and assessed different strategies to help clients meet their goals.

CONTENT MANAGER

BE-BIG Social Network | Mar 2016 - Aug 2016 - Colombia

2016

Copywriting for different campaigns. Thinking strategies for client's goals. Social media monitoring.



EDUCATION

AEC, SOCIAL MEDIA AND DIGITAL MARKETING

TAV College, Montreal - Quebec | 2019

RESPONSIVE WEB DESIGN COURSE

Coreditec, Bogotá - Colombia | 2016

ADVERTISING PROFESSIONAL

Universidad Central, Bogotá - Colombia | 2005



SKILLS

Web Design & Development



Search Engine Marketing



Graphic Design



PPC & Adwords campaigns



Social Media Marketing



Youtube & Video Marketing.



Email Marketing



Content Creation & Blogging



Search Engine Optimization



Influencer Marketing

