



ADVERTISING / INTERNET MARKETING

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
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<https://www.linkedin.com/in/carolinatorresrestrepo/>

EXPERIENCE



MARKETING LEAD

Innovators Show - Montreal New Tech | March 2021 - Actually
I am responsible of assisting the show producer with researching and developing upcoming episodes. Researching topics and guests. Communicating and assisting show producer with booking potential guests. Outreach and client management. Preparing show host by providing guest and topic research briefs. Creating social media posts and engaging with the community. Video editing and social media writing.

2021

MARKETING | WEB & GRAPHIC DESIGN | SOCIAL MEDIA

EVH & Associates | Jan 2020 - Jun 2020

I was responsible for discovering and pursuing all areas of marketing applications to support the company's growth. In charge of web design, graphic design and social media for EVH & Associates and his companies: Contessa Cabinets, Nua Office, Baronesse Cosmetics, Physical Park and Kaito Coffee.

2020

DIGITAL MARKETING SPECIALIST (FREELANCE)

Different Clients | Apr 2018 - Present

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.

2019

SOCIAL MEDIA SPECIALIST

Primus Immigration | Apr 2018 - July 31 - Montreal

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

2019

PR ACCOUNT MANAGER

Market Cross Company | Nov 2016 - Jun 2017 - Colombia

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.

2017

CONTENT MANAGER

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

Design and copywriting for different campaigns. Thinking strategies for client's goals. Social media monitoring.

2016

AEC, INTERNET MARKETING

TAV College, Montreal - Quebec | 2019

RESPONSIVE WEB DESIGN COURSE

Coreditec, Bogotá - Colombia | 2016

ADVERTISING PROFESSIONAL

Universidad Central, Bogotá - Colombia | 2005

EDUCATION



SKILLS



Web Design & Development



Search Engine Marketing



Graphic Design



UI/UX



Social Media Marketing



Youtube & Video Marketing.



Email Marketing



Content Creation & Blogging



Search Engine Optimization



Influencer Marketing

