

Pilar O'Valle

Content Marketing Specialist

I am a Content Marketing professional with 3 years of experience in crafting marketing strategies, designing compelling content across multiple media platforms, and developing full advertising campaigns for diverse industry clients. I have expertise developing effective social media strategies based on previous data analysis and the company's vision. I have a passion for creativity and invention of new content that truly projects the communicated concept. I am accustomed to working with teams remotely and I have a track record of successfully coordinating teams to create diverse brand content (e.g., website posts, social media content, videos, infographics, product presentations, event and corporate material, display ads, blog articles).

 pilarovallem@gmail.com  Lexington, VA  (540) 293 2044  /in/pilar-o-valle-martinez

AREAS OF EXPERTISE

Social Media Marketing Email Marketing Project Management Data Analyzing

CRM Skills Digital Marketing SEO / SEM Ecommerce Content Specialist

Creative Thinking Copywriting Graphic Design Layout and design Branding

Strategic Planner Teamwork Emotional Intelligence Paid Social Media Advertising

WORK EXPERIENCE

Social Media Manager

MUNICH - Berneda S.A

09/2020 - 02/2022

Barcelona, Spain

Tasks

- To build and manage an editorial calendar that followed the company's goals, creating all content included on it and its distribution on different digital and physical platforms.
- To optimize the content of each brand's media platform enhancing the company's visibility and engagement with customers, the public, media and investors.
- To conceptualize and manage all social media campaigns while tracking their performance to optimize them in real time, and to measure the efficacy of each campaign.
- To interact directly with existing and potential customers, brand advocates, and influencers to develop brand campaigns that promote brand awareness, consideration, and conversion.
- To create ad campaigns launching new products or events that include the art direction, photography, graphic design of the final pieces, media implementation, and measurement of results.

Achievements

- Created and Implemented an entirely new social media strategy that enhanced all key products of the company.
- Established CRM guidelines for each platform and updated the company's Brand Books.
- Designed presentations for contests, clients, and investors of the company to successfully exhibit the company's achievements, highlights, and key-points of business proposals.
- Developed new strategies and digital channels that improved the traffic and sales through the company's e-commerce platforms and physical stores.
- Collaborated with different brands, achieving mutual benefit within partnerships.

Content Marketing Specialist

Creativalab Marketing SL

10/2018 - 05/2019

Barcelona, Spain

Tasks

- To manage several clients' editorial calendars simultaneously while checking their social media performance and making live changes to improve the effectiveness of their content strategy.
- To coordinate a team of designers, producing final artworks for the brands' media channels on time.
- To make monthly reports of the achievements and future goals (short and long term).

Achievements

- Successfully restructured the online presence of the client brands, giving them a fresh new feel.
- Established more cohesive brands via the content strategy and art direction to clearly demonstrate the companies' essences.
- Successfully launched clients' websites, optimizing usability and SEO performance.
- Developed new marketing strategies during Covid-19 lockdown keeping audiences engaged with brands.

TECHNICAL SKILLS

Marketing Tools

Google My Business, Metricool, Meta Business Suite, Creator Studio, Google Drive, WordPress, Blogger, Jimdo, Shopify, SquareSpace, SEMrush, Google Ads, Mailchimp, Typeform, Analytics, Google Campaign Manager, Hootsuite, Photoslurp, WooCommerce.

Design Programs

Adobe (*Photoshop, Illustrator, InDesign, Audition, Premier*), Canva, iMovie, Keynote.

Software

Office, Windows, iOS, macOS, Android, HTML5, Click-up, Notion, Zoom, Google Hangouts, Google Meet, WhatsApp Business, Telegram.

OTHER PROJETS

University of Granada - Medical School

- Design and creation of the faculty award statuette.
- Graphic design of graduation posters displayed on the campus and informative flyers with the event's schedule and activities for graduation day over multiple years.
- Graphic design of illustrated itinerary for year-end professors' event.

EDUCATION

Master's degree in Brand Strategy and Creative Brand Management

Barcelona School of Management - Universitat Pompeu Fabra

2018 - 2019 / Barcelona, Spain

GPH: 9.5/10

Bachelor's degree in Advertising and Public Relations

Universitat Pompeu Fabra

2014 - 2018 / Barcelona, Spain

CERTIFICATES

- Google Ads (Search, Display, Video, Shopping and App)
- Google Analytics and Google Campaign Manager
- Google Digital Garage: Fundamentals of digital marketing, e-commerce, Introduction to web development I, Digital skills for professionals.
- Digital Marketing - Fundación Telefónica.
- Shopify and WooCommerce.

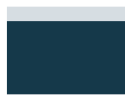
PERSONAL PROJECTS

Currently studying UI-UX, After Effects, advance SEO and Intermediate InDesign

LANGUAGES



Spanish



English



Catalan



French

INTEREST

