



# Cristina Checa

Senior Marketing Executive

📍 London, UK

✔ Cristina's availability **should be discussed**

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## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

## Skills

Pardot (Advanced)

Google Analytics (Advanced)

Amazon Vendor Central (Intermediate)

content creation (Advanced)

Photoshop & Adobe (Intermediate)

canva (Advanced)

Marketing Campaigns (Advanced)

## Languages

Spanish

English

## About

Marketing communications, retail specialist and content creator with 5 years of experience in-house and agency for different fields. Skilled in social media content and strategy, communications strategy, project management, email marketing, and campaigns. A highly creative professional with a Master's in Luxury Brand Management focused on Sustainability, Creative Thinking, Innovation, Marketing, and Branding from

### BRANDS WORKED WITH

Briseis Perfumes

GUESS UK

Inditex

LD Aromaticos

Logixal

Posh Cockney

Simbiotik Limited

## Experience



### Marketing Executive

Logixal | Jul 2022 - Now

My objective was to initiate and reinforce long-lasting customer relationships through high-level blogs, email marketing, and social media. Additionally, I oversaw the planning and implementation of different strategies and channels to improve the company's performance. I was a crucial figure in aligning the corporate vision with the marketing strategies. Marketing Collateral & Content Marketing specialist: Blog posts for the website, brochures, Infographics, testimonials and case studies, images and videos, and website updates with WordPress. Responsible to create the Marketing Plan 2022 / 2023 - content creator, content strategy & content Marketing. Social Media Management & Brand Strategy: Re-defining and executing the strategy across the different platforms - LinkedIn, Facebook and Twitter- with the aim of building the brand image, increasing brand awareness and customer engagement, offering monthly reports to the Directors. Calendar design, campaign design and strategy. Email Marketing Campaigns in Pardot - Salesforce. Business Offering Proposals: Designing proposals for digital transformation, growth strategies, seamless customer experience definition, compiling research data and analyzing different trends, giving professional presentations. Reporting of the ROI of our digital channels and campaigns using the available data, including sales data in our Salesforce platform. Working closely with the sales team to support them in acquiring new clients by providing them with marketing qualified leads and marketing collateral. Spotting new opportunities, digital trends and way of working and presenting proposals in order to advise the business on digital best practice Achievements Increased organic social media reach by 50% in two months with a new plan based on videos and relevant content for the company. Implemented monthly marketing reports from social media, google analytics and pardot campaigns. Increased the brand reputation online by implementing an strategy for Glassdor and Google Reviews to enhance the client experience. Implemented LinkedIn ADS plan and campaigns for brand awareness. Implemented CRM Lead Generation plan: enhance the after-sales processes and provide a 360 experience, through CRM software - Pardot templates for feedback, surveys with Survicate Pardot integration, Pardot landing pages to improve customer satisfaction with the KPI's from Pardot reports.



### Marketing Executive

Posh Cockney | Oct 2021 - Apr 2022

Supporting the digital transformation project. I assisted the Marketing team in their day-to-day tasks, ensuring campaigns were planned and carried out to the best standard for all the clients. Aid gathering, analysing and evaluation campaign results and metrics. and assisting in conceptualising monthly client campaigns. Assisting with campaign execution and promotional activities. Production of marketing collateral. Organising and delivering market research.

## ● Supervisor

GUESS UK | Jun 2021 - Aug 2022

I was focus on enhance superior customer experience, demonstrating strong cross-functional ability. In doing so, I acquired expertise in leader a team of people, management and visual merchandising skills. Staff Management. Finances Monitoring. Maintain Inventory. Maintain Store. Assist Customers. Sales reports.

## ● Partnerships Manager

Simbiotik Limited | Jan 2020 - Jul 2020

Freelance basis on a specific project which has required my spanish / english skills, Responsible for developing and maintaining business relationships and designing policies which allow partnerships to thrive as well as identifying opportunities for new partnerships.

## ● Senior Marketing Executive

Briseis Perfumes | Jan 2020 - Jun 2021

Nov 2018- May 2019 London, UK Senior Marketing Executive Briseis Perfumes I provisioned executive leadership over digital marketing strategy, including social media, SEO, CRM, market analysis and stakeholder emgagement. I was a crucial figure in the Amazon Vendor implementation for enhancing the customer journey. Email Marketing Campaigns in Mailchimp. Product Launches: Coordinating marketing plan cross-channels, since negotiation with suppliers for the raw materials, to performance management, price, study of the competition, landing page requirements, website updates, promotional content. Social Media Coordinator: Responsible for supervising the social media content strategy across different channels. Content Marketing Specialist: Responsible for developing the content strategy to up to date the new company's website and Amazon Vendor. Marketing Collateral: Production of the content for magazines, proposals and presentations, product catalogs, corporate brochures, brand stories, and branded content. Influencer Marketing: Responsible for creating and running different campaigns with micro-influencers in Heepsy - the influencer marketing platform in collaboration. Implemented the products catalogue on Amazon Vendor. Content creation and responsible for the image and for the platform's management. Full responsible for re-defining the content for the new website to modernise it according to the market trends: images, texts, logotypes, reputation online. Optimisation of the website for consumers and SEO. Played a pivotal role in guiding social media strategy to modernise organisational marketing position.

## ● Junior Marketing Executive

LD Aromaticos | Jan 2016 - Nov 2018

Project Management: Marketing Plans and projects definition. Product's presentation and packaging format and design studying. Coordination with other departments launching new brand lines and projects. Coordination of commercial and promotional plans for sales. Teamwork coordination. Events: Marketing organisation for international fairs. Social Media Management & Brand Strategy: Re-defining and executing the strategy across the different platforms, offering monthly reports to the Directors outlining any necessary changes to the overall digital marketing plan. Content Marketing: Product's catalog, company's promotional material purchasing and responsible for creating the content strategy for two new websites for the company, as well as up to date them. Influencer Marketing: Responsible for supervising different campaigns with micro influencers: profiles research and study, contact and management with collaborators.

## ● Sales Associate

Inditex | Jan 2016 - Nov 2018

Created inviting environment for customers and style advice provided. Items replanishment on sales floor using RFID technology, processed stocl deliveries, and attended customers requests from the stockroom.

