

LAURA CANTILLO

Marketing &
Communication

+34 644092600

cantillolauram@gmail.com

@lauracantillo

Barcelona



PROFILE

I am 28 years old, I am Merchant and Communicator with an emphasis in fashion, lover of marketing and e-Commerce, bilingual, faithful believer that the answer to all problems is in a good idea, inclined towards sales, communications and integral marketing concepts passionate about consumer behavior and creative project development. Creative and passionate and determined to give the best in every situation.

EDUCATION

CIPSA

Master in Digital Marketing
2021

LCI BARCELONA

Master in Marketing Communication and Event
Planning
2019-2020

LCI BARRANQUILLA

Degree in Fashion Marketing and communication
2013-2015

EXPERIENCE

SMASH WEAR SAS - Master Intership

Marketing digital y Content Creator

Oct 2019- March 2020 BADALONA

- SEO and SEM descriptions for product
- Content creation for wordpress
- Improve new Ecommerce channels for the brand
- Social Media content creator (Facebook, Instagram)
- Online and Offline Strategies
- development of web content, RRSS and e-mail marketing.
- Google Analytics
- Costumer Service
- Weekly and monthly sales and bussines analysis
- Strategic communication of marketing campaigns
- Software support

GOLF SAS - Summer Intership

Commercial Assistant

Summer 2019 BARCELONA

- In charge of stock production
- Costumer service

- Styling for models and photoshoots
- Assistance for the buyers

TEXART SAS - STRADIVARIUS

Store Manager

Nov 2017-Jan 2019 Barranquilla- Colombia

- Person in charge of more than 15 people
- Business report analysis weekly
- Ensure stock and product rotations
- Sales report development
- Create commercial strategies that were oriented into sales
- SAP management
- Visual Merchandising and product coordination
- Logistic and operative support

DANIELLA BATLLE

Brand Manager

Oct 2016-April 2017 Barranquilla- Colombia

- In charge of 10 employess
- Generate marketing and advertising strategies for the brand
- Management of sponsorships for events
- Social Media content creator
- Monthly sales reports and analysis
- Payment account executive and use of CMR
- Recruiting

SKILLS

Photoshop | Illustrator | Indesign | Microsoft Office | Wordpress | Program Management | Social Media Marketing | Optimization SEO | SEM | Google Analytics | Google Ads | Marketing B2B | Key Words | Marketing B2C | Design Thinking | Reclutamiento | Strategic Thinking | KPI's Analysis | Product Photograph | Content creator | Team Management | Commercial Management | Attention and Costumer Service | P.P.R.R | Styling | Art Direction | Visual Merchandising.

LANGUAGES

Spanish (**Native**) English (**Proficiency**)

COURSES

LCI BARRANQUILLA

Styling and Personal Shopper (2016)

KAPLAN INTERNATIONAL WASHINGTON D.C.

Bussines and Proficiency English (2015)

UNIVERSIDAD SERGIO ARBOLEDA

Strategic Marketing (2014)

DOMESTIKA

SEO, SEM (2021)

ENEB

Strategy for social Media Communication (2021)