

# JAVIER JIMENEZ VARELA

## WORK EXPERIENCE

### MARKETING SPECIALIST

ESTRUCTURAS J&J

- Led the planning and execution of marketing strategies that resulted in increased brand recognition and an expanded client base.
- Developed the design of the landing page and led a marketing campaign for a metalworking company.

### SOCIAL MEDIA & PAYROLL ASSISTANT

SOLVO GLOBAL

- Led the creation and management of social media campaigns, resulting in a 30% increase in follower engagement.
- Collaborated on SEO optimization of client websites, improving their search engine rankings.

### WEB CONTENT MANAGER

WICKED IGT

- Develop a digital marketing strategy for a local eSports team, resulting in a 25% increase in leads & members.
- Conducted social media paid campaigns on Instagram and Facebook.



DIGITAL MAREKTING &  
E-COMMERCE

## SKILLS & PROFICIENCIES

- SMM / SMO
- PROFICIENCY IN MICROSOFT OFFICE
- GOOGLE ADS AND SOCIAL MEDIA ADVERTISING

## SKILLS & PROFICIENCIES

- CREATIVITY
- TEAMWORK
- EFFECTIVE COMMUNICATION
- ADAPTABILITY

## LANGUAGE

- ENGLISH(C1)
- SPANISH (NATIVE)

## EDUCATIONAL

### UNIVERSIDAD DEL NORTE

#### BUSINESS ADMINISSTRATION

Emphasis in Business Creation & Marketing Management

### EAE BUSINESS SCHOOL

#### MBA DIGITAL MARKETING & E-COMMERCE

Minor in Tech Trends focused on data analytics and business strategies

## PROJECTS

Participated in the creation of startups as part of university projects.

Innovation Campaign for T-shirt and Perfume Brand, Developed and implemented an innovation-focused marketing campaign for a local brand.

### GOOGLE ADS CERTIFICATE

Certified in Google Ads with expertise in creating, optimizing, and analyzing campaigns across search, display, video, and app platforms.

## CONTACT

JAVIERJVARELA.11@GMAIL.COM

+34 613800769  
MADRID