

# JAVIER JIMENEZ VARELA

 <p>DIGITAL MARKETING &amp; E-COMMERCE</p>	<p>WORK EXPERIENCE</p> <p><b>MARKETING SPECIALIST</b> ESTRUCTURAS J&amp;J</p> <ul style="list-style-type: none"><li>• Led the planning and execution of marketing strategies that resulted in increased brand recognition and an expanded client base.</li><li>• Developed the design of the landing page and led a marketing campaign for a metalworking company.</li></ul> <p><b>SOCIAL MEDIA &amp; PAYROLL ASSISTANT</b> SOLVO GLOBAL</p> <ul style="list-style-type: none"><li>• Led the creation and management of social media campaigns, resulting in a 30% increase in follower engagement.</li><li>• Collaborated on SEO optimization of client websites, improving their search engine rankings.</li></ul> <p><b>WEB CONTENT MANAGER</b> WICKED IGT</p> <ul style="list-style-type: none"><li>• Developed a digital marketing strategy for a local eSports team, resulting in a 25% increase in leads &amp; members.</li><li>• Conducted social media paid campaigns on Instagram and Facebook.</li></ul>	
<p>SKILLS &amp; PROFICIENCIES</p> <ul style="list-style-type: none"><li>• SMM / SMO</li><li>• PROFICIENCY IN MICROSOFT OFFICE</li><li>• GOOGLE ADS AND SOCIAL MEDIA ADVERTISING</li></ul> <p>SKILLS &amp; PROFICIENCIES</p> <ul style="list-style-type: none"><li>• CREATIVITY</li><li>• TEAMWORK</li><li>• EFFECTIVE COMMUNICATION</li><li>• ADAPTABILITY</li></ul> <p>LANGUAGE</p> <ul style="list-style-type: none"><li>• ENGLISH(C1)</li><li>• SPANISH (NATIVE)</li></ul>	<p>EDUCATIONAL</p> <p>UNIVERSIDAD DEL NORTE BUSINESS ADMINISTRATION Emphasis in Business Creation &amp; Marketing Management</p> <p>EAE BUSINESS SCHOOL MBA DIGITAL MARKETING &amp; E-COMMERCE Minor in Tech Trends focused on data analytics and business strategies</p>	<p><b>PROJECTS</b></p> <p>Participated in the creation of startups as part of university projects.</p> <p>Innovation Campaign for T-shirt and Perfume Brand, Developed and implemented an innovation-focused marketing campaign for a local brand.</p> <p><b>GOOGLE ADS CERTIFICATE</b></p> <p>Certified in Google Ads with expertise in creating, optimizing, and analyzing campaigns across search, display, video, and app platforms.</p>

## CONTACT

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