



MARKETING | ECOMMERCE

Luz Valdes Miranda

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"Passionate about technology and change. Easily adapting to everything new, as a new processes, technologies or work teams. My habitats are multidisciplinary & multicultural environments where I contribute, in addition to experience, enthusiasm."

Languages

Spanish ★★★★★

English ★★★

Catalan ★★★

Areas of expertise

- Strategic marketing
- IT resource planning
- Ecommerce management
- Customer Support.
- Digital advertising
- Social networks
- Reporting
- Negotiation

Video CV



<https://youtu.be/IOTFGf3rJZs>

Work experience.

Digital Marketing Consultant. 10/2016 – Today.

Freelance. Granollers, Barcelona & Panama City, Panama.

- Business/clients consultant & trainer. Defining their corporate and business objectives (positioning, branding, communication, product creation, etc.).
- Definition of the strategy, eCommerce implementation, operations, analysis and reporting.

Licores Eduardo Castellero SA. Panama 01/2021 - Today.

Brands: Rum Castellero de los Manitos 30 years & Rum Castellero 7.6 8 years.

Services: Marketing, Social Media, Online Shop, Packaging & Branding, buying supplies in China and other countries. <https://roncastillero.com/>

Werfen. Biokit SL. Barcelona. 03/2021 – 09/2021.

Services: OEM Packaging & IFUs customization.

Guidance Group. Panama 01/2020 - Today.

Services: Marketing, Social Media and Online Shop developer.

<https://guidancesalud.com/>

Catalan Agency of Water. Barcelona. 2019.

Services: Digital Documental Management.

Kluber Lubrication Iberica. Group Freudenberg 11/2017 – 03/2020.

Services: Digital Documental Management for Manufacturing.

Co-Founder. 01/2015 - 09/2016. Barcelona, Netherlands, USA

Brandfie Worldwide, Startup App. Where the brands offer discount coupons or freebies to users in exchange of share their Branded Selfies on their Social Networks. Business model B2B2C, Core business based on a setup rate per campaign + CPM * Uploaded /shared selfies.

- Achievements: Generate interest from investors such as Wyara from Telefónica. Selected as semi-finalist to participate in the San Francisco TechCrunch 2016.
- Brand Management: product launch, co-branding actions, market and competition study and analysis, Budget control and management, customer loyalty (B2B and B2C), acts and events.
- Relations with the "Plan Embarca" of ACCIÓ (Generalitat de Catalunya).

Atlantis Internacional. 01/2011 - 12/2015. Hospitalet d'Llobregat

Atlantis, SME - Top 3 wholesaler in Spain (2015), of accessories for mobile phones.

Manufacturer of Ksix Mobile and distributor of other Premium brands. +2,000 products, + 60 employees, +14 M EUR sales / year.

Digital Project Manager. 03/2013 - 12/2015

Achievements: Planning, implementation & launch of 3 eShop B3C and 3 eShop B2C. Contents and product migration.

- Reporting directly to the Director of Operations.
 - Responsible for SEO content strategy of products for distribution according to the objectives of each brand.
 - Design of content process: Excel > ERP SAP> WebServices> CMS
 - Management of digital projects with corporate clients: Samsung, Orange, Jazztel and The Phone House
- Responsible for an internal team of 5 people and coordination of external IT staff and agencies.

<https://luzvaldes.com>



Other tools

- Google Partner Certified: Adwords, Display, Mobile, Video, Shopping.
- Basic: HTML5, CSS3
- Data Base: ERP SAP CRM, WebServices.
- Project Manager: MS Project, Atlassian Jira, Basecamp. (Agile Methodology)
- Ad & SEM: Facebook Ads, Twitter Ads, LinkedIn Ads, Google Ads, Display, Affiliation, Exchange.
- eCommerce & CMS: Comitium Suit, Word Press, WooCommerce
- SEO Tools: SEO Moz, Google WMT
- eMailing Tools: Mailchimp, Xperian, Cheetah Mail.
- Web Analytics: SiteCatalyst, Google Analytics.
- Social Analytics: Radian6, Asomo.
- Social: Hootsuit, Ready4Social, Bitly.
- MS Office Suite: Word, Excel, Power Point.
- Design and Video: Adobe Suite: Photoshop, Illustrator, Indesign, Premiere, After Effects, Audition, Media Encoder.

LinkedIn



<https://www.linkedin.com/in/luzvaldesmiranda/>

Atlantis Internacional

eCommerce B2C Manager. 01/2011 - 02/2013

- Responsible of the commercial administration of the eCommerce B2C: TecnologíaMóvil.net & Ksixmobile.com
- Responsible of the communication strategy and creation of all the social profiles of the company's brands.
- Creation of SEO content strategy for general catalog with more than 1200 active references.
- Preparation of sales and positioning reports for internal use.
- Track of Amazon store, promotional activities and new launches.

Sales & Marketing Manager. 09/2008 - 12/2010. Barcelona – Girona **Alt64 Digital**, SME – 2007, 1st Web Analytics Agency and Omniture Partner in Spain. Founders of the Practitioners Web Analytics Congress (2007-2011).

- Attracting new customers together with partners: Omniture (today Adobe Analytics), WebTrends, Anamatrix.
- Preparation of congresses, fairs and events and own webinars.
- 30% time spent visiting clients outside of Catalonia.
- Organizer Practitioner Web Analytics 2010 Madrid and 2009 Barcelona. Speakers such as Avinash Kaushik, Google Digital Marketing Evangelist.

Education

2020 Audiovisual Multimedia Product Development

IMSV0209. Professional Certificate Grade 3. 580 h
Salesian's of Sarria School of Business. Barcelona.
Adobe After Effects, Audition, Illustrator, Photoshop, Premiere.
Multimedia industry: Interactive multimedia project planning.
Multimedia script techniques, video editing and post-production.

Teaching training for employment SSCE0110.

Professional Certificate Grade 3. 380 h. Roi Gestio. Barcelona.

Basic Workplace Risk Prevention FOC02 30h

Salesian's of Sarria School of Business. Barcelona.

2017 Development of applications with web technologies

IFCD0210. Professional Certificate Grade 3. 600 h. CCS3, HTML5, JS.
Web programming in the server and client environment.

2013 Information and Knowledge Society Master Degree.

(Specialized in Marketing Online & eBusiness) Open University of Catalonia - UOC Barcelona

2004 Doctorate Subjects

Complutense University of Madrid. Audiovisual Communications & Advertising Department (Faculty of Science of Information).
Subjects: Perception of the Social Reality; Corporate Image; Organizational Culture & Climate; Leadership of the Organizations; SPSS Data Analysis..

1999 Marketing & Advertising Bachelor's Degree.

Latin American Science and Technology University – ULACIT. Panama