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🌐 **Portfolio**

📍 Madrid, España



EDISON VELASCO PIÑEROS

DIGITAL MARKETING &
INTERNATIONAL BUSINESS

About Me

International Business Professional with a Master's in Marketing and Digital Communication. I have over 5 years of experience in digital marketing, corporate communication, and social media management. I specialize in 360° digital strategies, Paid Media campaigns, graphic and audiovisual content creation, and performance analysis using KPIs.

I am a creative, proactive, and results-driven professional, with strong leadership skills, adaptability, and strategic focus to connect brands with their audiences while delivering measurable business value.

Work Experience

MARKETING SPECIALIST.

Kraftwerk Fitness Club | Madrid | March 2023 - Present

- Corporate and Visual Identity Manager for social media, press, email marketing, and website management across more than 10 centers.
- Specialist in launching, monitoring, and analyzing KPIs for Facebook and Instagram ad campaigns to increase brand visibility.
- Planning, overseeing, and executing strategic projects with media outlets, TV and radio, corporate events, and influencers to strengthen brand presence.
- Creator and editor of visual content for social media advertising, in-gym displays, signage, roll-ups, events, giveaways, billboards, flyers, and direct mail campaigns.
- Responsible for maintaining the gym's sales and membership registration channels.
- Managing the company's expansion plan across Europe and Latin America.

MARKETING MANAGER.

Clínica Plussana | Tenerife | October 2024 - Present

- Creation, filming, editing, and publishing of social media content.
- Graphic design of materials for the store (window displays, banners, signage).
- Development and management of visual and corporate identity.
- Planning and execution of online and offline visibility strategies.
- Responsible for advertising campaigns and marketing strategies.

ECOMMERCE ASSISTANT.

Dreamplace Hotels & Resorts | Tenerife | June 2022 - August 2022

- Website positioning and optimization.
- Web content maintenance.
- Reporting on results and performance of ad campaigns.
- Analysis of online sales for the hotel chain.

PAID MEDIA AND COMMUNITY MANAGER.

Arco Comunicacion | Tenerife | April 2022 - June 2022

- Creative design and production of multimedia content for brands.
- Management and oversight of company social media accounts.
- Execution of Google Ads and Paid Media campaigns.
- Preparation of marketing campaign reports.
- Web development and analysis, including blogs and Google My Business.

ADMINISTRATIVE & MARKETING MANAGER – TRAVEL AGENCY

Multiservicios Inmobiliarios Agar S.L | Madrid | July 2020 - July 2021

- Management of tourism booking platforms: Booking.com and Airbnb.
- Customer service and sales via online, phone, and in-person channels.
- Management of marketing and advertising content.
- Preparation of documentation, including quarterly closings, invoices, and budgets.

COMMERCIAL & MARKETING MANAGER

Icon World Solutions Innovation | Madrid | January 2020 - April 2020

- Publishing and writing product listings on digital platforms.
- Publishing press releases and managing Google My Business.
- Coordination and logistical supervision of products at the Madrid headquarters.

PURCHASING ADMINISTRATOR

Hotel Oliva Nova Golf And Resort | Valencia | June 2019 - October 2019

- Management and control of hotel product stocks and inventory.
- Oversight of orders, suppliers, and merchandise procurement.

Skills

- CapCut | Premiere.
- Channel Manager FNS.
- Microsoft Office.
- WordPress | Squarespace | Onepage.io | [Hostinger](#)
- Google Ads.
- Social Ads.
- CyberGost.
- Metricool | Hootsuite.
- Canva.
- SemRush.
- Plataforma SAP.
- Brevo | MailChimp.
- Magicline | VirtuaGym.
Sales software for gyms

Education & Languages

DIGITAL MARKETING TRAINING COURSE

Adecco | Tenerife | January 2023 - March 2023

MASTER'S IN MARKETING AND DIGITAL COMMUNICATION

Universidad Camilo José Cela | Madrid | November 2019 - June 2020

BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS

Universidad El Bosque | Bogotá Colombia | January 2016 - October 2019

Bachelor's Degree in Social and Legal Sciences, with a specialization in Commercial Education and Business Administration

SPANISH (NATIVE)

ENGLISH (B2)