



MELISSA MOLINA

Brand & Digital Marketing Manager

✉ Hello@melissamolina.de

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📍 Frankfurt am Main

🌐 www.melissamolina.de

ABOUT ME

Brand and digital marketing operations professional with 7 years building scalable systems that connect creative strategy with technical execution. Experienced in AI-powered workflows, marketing automation, and cross-market campaign management across European and LATAM markets

LANGUAGES

- **Spanish:** Native
- **English:** Fluent C1
- **German:** Professional B2

AWARDS

- M.A. Full Scholarship by DW Akademie

EDUCATION

- **Hochschule Bonn-Rhein-Sieg**
International Media Studies M.A. (2016-2018) Coop. DW Akademie & Uni Bonn
- **Universidad EAN**
Modern Languages and organizational communication B.A. (2013)

CERTIFICATIONS

- Marketing with Canva (2026)
- Make Basics (2025)
- Hubspot Marketing Software (2023)
- Facebook Certified Digital Marketing Associate (2021)
- Online Marketing Basics (2017)

HARD SKILLS

- Brand Strategy & Positioning
- AI-Powered Marketing Workflows
- Marketing Automation & Integrations (HubSpot AI, Make.com, ManyChat)
- Reputation Management Automation
- Partnership Management
- Content Marketing & Copywriting (EN/DE/ES)
- CRM (HubSpot)
- Organic Social Media Management (LinkedIn, Quora, Meta)
- Graphic Design (Canva)
- Lead Generation (HubSpot, Tally)

SOFT SKILLS

- Project Management
- Stakeholder Communication
- Process Design & Optimization
- Strategic Thinking
- Data-Driven Insights & Optimization
- Cross-Functional Leadership & Collaboration

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WORK EXPERIENCE

rankingCoach (2019 - 2026)

Position: Brand Manager

- Orchestrated end-to-end co-marketing partnership programme across DE, ES, and EN markets, managing full cycle from outreach and first contact to production coordination and market-specific execution, converting 46% of positive responses into confirmed collaborations including webinars, partner email campaigns, and in-app promotions
- Designed an AI-powered brand audit system, reducing manual research from days to 3 hour per week and enabling scalable reputation management across multilingual markets
- Grew B2B LinkedIn presence by 14% YoY and launched a newsletter from scratch achieving 42% open rate with zero paid promotion
- Built HubSpot email automation workflows achieving 28% open rate and 50% increase in lead conversion
- Represented rankingCoach at CloudFest, DMEXCO, among other events as business liaison for partner negotiations

Freelance Digital Marketing Consultant

Client: Creciendo en casa con Cris (2020 - 2024)

- Designed and launched targeted social media and content marketing campaigns, increasing engagement by 823 percent and growing the audience by 135 percent.
- Generated 26 qualified leads, achieving an 11.5 % course enrolment conversion rate.
- Executed Meta ad campaigns in a hybrid strategy, converting event attendees into long-term customers and establishing a sustainable lead pipeline.

International Media Studies(2016 - 2018)

Position: Full-time M.A. student

- Deepened expertise in digital media, journalism, communication science and media management, staying updated in the dynamic media landscape.

Cecam- Redcol (2015 - 2016)

Position: English Teacher

- Trained 50+ students for IELTS & TOEFL, achieving a 100% pass rate, enhancing English proficiency for career and academic goals.

Fundación SyE ONG (2011 - 2014)

Position: Corporate Communications Coordinator

- Crafted a strategic communications plan, enabling the NGO to secure significant funding and achieve the 3rd place in the national productivity/inclusion proposal.