

YACARLÍ CARREÑO SANTAMARÍA

MARKETING & COMMUNICATION SPECIALIST



PERSONAL SUMMARY

Communication is my specialty and my main personal & professional tool. I have been creating, planning and executing communication and marketing strategies for brands of various sizes and sectors for more than ten years. I want to use my experience and skills to connect, help others connect, research, innovate; and grow as a team.

CONTACT:

Madrid, Spain
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<https://www.linkedin.com/in/yacarli/>

EDUCATION

- Advanced Studies in Social and Cultural Anthropology, Universidad Complutense de Madrid, 2014 - 2016.

- Master in Management of Virtual Communities, Universitat Autònoma de Barcelona, 2010 - 2011

- Degree in Social Communication, Universidad Central de Venezuela, 2003 - 2008.

MAJOR SKILLS

- Communication - Planning
- Organization - Creativity - Leadership
- Teamwork - Responsibility - Flexibility
- Enthusiasm - Adaptation and change management - Learning - Event organization - Social analysis techniques - Analytical ability - Good relationship management - Writing
- Crisis management

CAREER SUMMARY

Marketing & Communication Specialist / Social Media Manager / Content Creator

Comunicaos - Strategic Consulting | October 2014 - Present | Madrid, Spain

- Internal and external communications advice, marketing, branding and planning.
- Strategy and social media management, press, online advertising campaigns.
- Custom content creation. SEO optimization.
- Web projects coordination. *UX Design*.
- Reports and analytics.
- Account and customer management.

Some brands and projects:

- *Novo Resort Sancti Petri / GMD Solutions / Advans Seguros*: Strategy, planning and social media management, blog, press and internal communications.
- *Acumbamail / Comunicaos*: Specialized content creation on marketing, communication and email marketing.
- *Colorvivo*: Fashion and decoration contents marketing.
- *Easyfairs*: Strategy, press and social media management for *Empack, Logistics, Label & Print* and *Packaging Innovations Madrid* (professional fairs).
- *OpenExpo Europe / Osh Nails*: Strategy, social media and online advertising campaigns.
- *Somains / Villas Duquesa / Proarcom / Amantani*: Branding design, marketing plan and websites creation and coordination.
- *Liquid Change*: Creation of a new change management methodology and content.
- *Evaneos*: Tourism content marketing.
- *Saltin & Banquin*: Corporate image and advertising advice.
- *Pasarela Madrid Real / Be Happy Aging*: Strategic advice and social media management.

Head of Social Media

Wikot | May 2013 - September 2014 | Caracas, Venezuela

- Leadership of the Social Media area, in charge of a 20 people multidisciplinary team.
- Digital marketing and communication strategies coordination for more than 20 brands and new businesses. - Creative and specialized writing. - Content creation. - Digital projects coordination. - *UX Design*. - Direct attention and management of customer needs.

Main clients: *Nestlé (Corporate, Maggie, Savoy, Purina), Hola TV, Diageo (Corporate, Buchanan's, Croc, Chequers, Haig Supreme), Boletos Travel, BOD Universal Bank, Farma Lab.*

Digital Marketing Coordinator

Grupo Ghersy | May 2011 - May 2013 | Caracas, Venezuela

- Development and execution of digital marketing strategies for more than twelve brands.
- Online and offline advertising campaigns. - Content creation and social media management.
- Web and mobile projects coordination. - Online metrics analysis. - Customer service.

Main clients: *Cargill (Truía, Ronco), Alianza Para Una Venezuela Sin Drogas, Bigott Foundation, Hermo, Pernod Ricard (Chivas Regal 12).*



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LANGUAGES

- Spanish: Native.
- English: Professional.

OTHER COURSES AND EXPERIENCES

- Course: Corporate and social events management, ESNECA Business School, 2019 - ongoing.
- Course: Business blogs management, MASTER.D, 2018.
- Academic research: New forms of sociability through Tinder, Universidad Complutense, 2016.
- Locution certificate, Universidad Central de Venezuela (UCV), 2010.
- Best advertising campaign and Best Radio Campaign, In Training Publicists Contest, UCV, 2006.

Account & Project Coordinator

VIYOI.TV | October 2012 - February 2013 | Madrid, Spain

- Marketing and communication strategy.
- Relationship management with customers, allies, suppliers and potential customers.

Community Manager

Easy Text Media - Freelancer | September 2010 - September 2012 | Caracas, Venezuela

- Social media marketing strategy (creation and execution) for Empresas Polar corporate brand. - Digital branding & CRM. - Content creation. - Advertising campaigns. - Crisis management. - Social analysis and analytics. - Press releases. - Brand guidelines and events.

Marketing and communication coordinator

Datanálisis y Tendencias Digitales | February 2009 - September 2010 | Caracas, Venezuela

- Internal and external communication coordination for both companies. Press, PR, social media, web, online and offline advertising campaigns, alliances and event organization.- Regional communication (LATAM), media and marketing strategies. - Branding.- Articles, press releases, newsletters, email marketing and specialized content.- Articles and collaborations editorial edition. - Events and press conferences organization.- Qualitative and quantitative marketing studies promotion.

Journalist

El Tiempo | June 2008 - February 2009 | Caracas, Venezuela

- Economic and business reports and news.
- Events and press conferences.

Marketing and communication Assistant

Advantel Comunicaciones | June - September 2007 | Caracas, Venezuela

- Assistance in internal and external communications work: speeches, key messages, advertising and database creation and organization.

Internal Communications and PR Assistant

*JMC*YR* | June 2006 - February 2007 | Caracas, Venezuela

- Press releases and newsletters. - Email marketing. - Media analysis. - Media relations, events and press conferences organization. - Key messages and guidelines. - Internal communication campaigns.

Main clients: *Telefónica, Chrysler, Dodge, Boehringer Ingelheim.*