



Cristina Tejedor

DIGITAL MARKETING & SOCIAL MEDIA MANAGER

Digital marketing and branding specialist with 5+ years of experience driving strategies for social media, Paid Media, and Marketing Automation. Strategy, creativity, and empathy are my formula for marketing that truly connects and converts. Proactive, adaptable, and focused on delivering real results in every project.



+ 34 666 910 732



Madrid, Spain



cristina.tejedorprieto@gmail.com

LANGUAGES

- Spanish: Native
- English: C1

SKILLS

- Social Media & Paid Media: **LinkedIn Ads, Meta Ads, Twitter Ads, Hootsuite, Buffer**
- Analytics & Reporting: **Google Analytics, Partoo**
- Marketing Automation: **Salesforce, Pardot**
- Design Tools: **Photoshop, Illustrator, Figma, InDesign**

EDUCATION

Project Management Certificate – Google (2024)

Digital Marketing Analytics: Tools and Techniques – University System of Maryland (2023)

Master's in Digital Marketing – ESIC Business & Marketing School (2020–2021)

Bachelor's Degree in Fashion Design – UDIT, University of Design and Innovation (2012–2016)

EXPERIENCE

Lee Hecht Harrison (LHH) (February 2025 – Present)
MARKETING SPECIALIST

- **Digital Management and Content:** Website administration, blog updates, and creation of SEO-optimized landing pages for projects.
- **Social Media Strategy:** Design and execution of social media strategies, including editorial planning, Paid Media campaigns (LinkedIn and Meta), and metrics analysis.
- **National and Global Campaign Management:** Coordination and adaptation of campaigns, ensuring brand consistency and alignment with business objectives.
- **CRM and Marketing Automation:** Design and optimization of workflows, forms, and automated campaigns to improve efficiency and segmentation in email marketing.
- **Event Management:** Planning, retro-planning, multichannel communication (email, social media, landing pages), and post-event follow-up.
- **Analytics and Reporting:** Creation of reports in Salesforce and Pardot to monitor engagement, CTR, conversions, and PQLs.
- **Lead Generation and Qualification:** Analysis of SEM opportunities and coordination with the sales team for assignment and closure.

beBee Platform (January 2024 – February 2025)
DIGITAL MARKETING & CONTENT COORDINATOR

- **Community Management:** Created and managed online communities to boost interaction and engagement.
- **Social Media Strategy:** Developed social media strategies, adapting content to trends to increase brand visibility.
- **Paid Media (LinkedIn & Twitter):** Planned and executed paid campaigns to enhance reach and visibility.
- **Content Creation:** Designed and edited multimedia content (posts, videos, images) using Illustrator, Photoshop, and Figma.
- **Product Development:** Led the launch of beBeeMatch, strengthening the company's value proposition.
- **Social Media Reporting:** Analyzed metrics and prepared reports to optimize strategies.

NeoLux Energy Solutions (Nov 2021 – Oct 2023)

B2B SALES REP & MARKETING MANAGER

- **B2B Social Media Management:** Planned and managed social media profiles, strengthening digital presence and brand positioning.
- **Digital Campaigns & Email Marketing:** Created and implemented digital campaigns, including banner and newsletter design for B2B clients.
- **Market Analysis:** Researched competitors and market trends to optimize sales and marketing strategies.
- **Product Development:** Actively participated in product development and launches, adapting digital strategies to enhance value proposition and meet client needs.

Giorgio Armani (January 2020 – October 2021)

B2B TRADE MARKETING SPAIN & PORTUGAL

- **Trade Marketing:** Supported the execution of email marketing campaigns and managed social media content to strengthen brand presence.
- **Client Relations:** Engaged directly with clients and collaborated with sales teams, developers, and content creators.

Estée Lauder Companies (4 months, 2015)

ARTIST RELATIONS – LONDON

- Built relationships with makeup artists and promoted products through influencers and YouTube tutorials.
- Organized events to maximize brand exposure and engage with the target market.

ACHIEVEMENTS

- ✓ Increased social media engagement by 30% within 6 months.
- ✓ Achieved 20% community growth for beBee platform.
- ✓ Ranked among top sales performers at NeoLux, exceeding revenue targets.
- ✓ Successfully launched products, including beBee Match.
- ✓ Led successful campaigns (Career Studio) generating PQLs and business opportunities.
- ✓ Pioneered influencer marketing strategies, proposing product gifting to YouTube creators and initiating paid collaborations before it became standard practice.

Goals: Bring value wherever I go, work with empathy and purpose.

Mantra: “One’s true value does not lie in their work, but work can be a powerful tool for personal growth.”

My philosophy: Empathy to connect, creativity to stand out, and optimization to move forward.