



Cristina Tejedor

DIGITAL MARKETING SPECIALIST & SALES REP

Professional with experience in digital marketing and content management, recognized for revenue generation and social media strategies. Expert in customer acquisition and digital community management, with strong project management skills. Proactive, results-oriented, and adaptable to new challenges.

EXPERIENCE

+ 34 666 910 732

Madrid, Spain

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LANGUAGES

- English: Advanced
- Spanish: Native

SKILLS

- Experience in B2B sales in fashion and energy.
- Strong in digital marketing and content management.
- Ability to exceed sales targets.
- Knowledge of the market and customer needs.
- Excellent communication and interpersonal skills.
- Proficient in Illustrator, Photoshop, InDesign, and Figma.

EDUCACIÓN

Google Project Management Certificate
2024

MASTER OF DIGITAL MARKETING
ESIC Business School
2020 - 2021

FASHION DESIGN
ESNE University of Innovation
and Design
2012 - 2016

BEBEE (JANUARY 2024 - PRESENT)

DIGITAL MARKETING AND CONTENT COORDINATOR

- Social Media Management: Coordination of profiles and adaptation to trends for effective strategies.
- Content Creation: Design and editing of posts, videos, and images for social media.
- Product Development: Leadership in the launch of beBeeMatch, enhancing the value proposition.
- Web UX: Optimization of user experience to improve navigation and conversion.
- Social Media Reporting: Providing insights to optimize strategies.
- Online Community Management: Handling online community interactions and resolving issues.
- Departmental Collaboration: Coordination with marketing and communication teams for consistent campaigns.

NEOLUX ENERGY SOLUTIONS (NOV 2021 – OCT 2023)

B2B SALES REP & MARKETING MANAGER

- B2B Sales and Business Relations: Expert in building long-term client relationships and achieving targets.
- B2B Digital Marketing: Designing and executing strategies, managing brand and content, email marketing, and banner creation.
- Market Analysis: Competitor research to optimize sales and marketing strategies.

GIORGIO ARMANI (JANUARY 2020 – OCTOBER 2021)

B2B TRADE MARKETING SPAIN & PORTUGAL

As a Junior Trade Marketing, I managed email campaigns, content, and social media, interacting directly with clients and collaborating with sales, developers, content creators, and analysts. After the campaign, I participated in rotations through logistics (SAP), customer service, and press.

ESTEE LAUDER LONDON

ARTIST RELATIONS - MAC COSMETICS / 4 MONTHS IN 2015

As an Artist Relations professional at MAC Cosmetics, I connected with makeup artists and promoted products through influencers and YouTube tutorials. I also sought out events to maximize brand exposure and connect with our target market.