



Cristina Tejedor

DIGITAL MARKETING & SOCIAL MEDIA MANAGER

Social Media Manager with experience in digital marketing, content management, and Paid Media. Skilled in revenue generation and social media strategies. Expert in customer acquisition, online community management, and UX optimization. Proactive, results-driven, and adaptable to new challenges.

EXPERIENCE

+ 34 666 910 732

Madrid, Spain

cristina.tejedorprieto@gmail.com

LANGUAGES

English: Advanced

Spanish: Native

EXPERTISE

- Social Media: **Hootsuite, Buffer, Meta Suite.**
- Paid Media & Data: **LinkedIn Ads, Twitter Ads, Google Analytics.**
- Design: **Illustrator, Photoshop, InDesign, Figma.**
- **+30% engagement on social media** in 6 months.
- **20% community growth** in beBee.
- **Sales targets exceeded** at Neolux, strengthening digital presence.

EDUCATION

University System of Maryland at Hagerstown

Digital Marketing Analytics: Tools and Techniques, Marketing

Google Project Management Certificate, 2024

Master in Digital Marketing ESIC Business School / 2020 - 2021

Degree in Fashion Design UDIT University of Innovation and Design 2012 - 2016

beBee Platform (January 2024 - Present)

DIGITAL MARKETING & CONTENT COORDINATOR

- **Community Management:** Creation and management of online communities, enhancing audience interaction and engagement.
- **Social Media Strategy:** Development of social media strategies to increase brand visibility, adapting content based on market trends.
- **Paid Media (LinkedIn & Twitter):** Planning and execution of paid campaigns to boost brand reach and visibility.
- **Content Creation:** Design and editing of multimedia content (posts, videos, images) using tools like Illustrator, Photoshop, and Figma.
- **Product Development:** Led the launch of beBeeMatch, enhancing the value proposition.
- **Social Media Reporting:** Analysis of results and preparation of reports to optimize social media strategies.

NeoLux Energy Solutions (Nov 2021 – Oct 2023)

B2B SALES REP & MARKETING MANAGER

- **B2B Social Media Management:** Planning and managing social media profiles, enhancing digital presence and brand positioning.
- **Digital Campaigns & Email Marketing:** Creation and implementation of digital campaigns, including banner and newsletter design for B2B clients.
- **Market Analysis:** Research on competitors and market trends to optimize sales and marketing strategies.
- **Product Development:** Active participation in product development and launch, adapting digital strategies to strengthen value proposition and meet client needs.

Giorgio Armani (January 2020 – October 2021)

B2B TRADE MARKETING SPAIN & PORTUGAL

- **Trade Marketing & B2B Sales:** Support in event creation and execution to enhance brand presence. Developed and maintained relationships with B2B clients, providing tailored marketing solutions to drive brand visibility and sales growth.
- **Client Relations & Collaboration:** Direct interaction with clients and coordination with sales teams, developers, and content creators to ensure cohesive campaign strategies, strengthen client relationships, and meet sales objectives.

Estée Lauder Companies / 4 months 2015

ARTIST RELATIONS - LONDON

- **Building relationships** with makeup artists and promoting products through influencers, celebrities, and films on YouTube tutorials.
- **Organizing events** to maximize brand exposure and connect with the target market.