

Cristina Tejedor Prieto

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Madrid, Spain



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.

- 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

EXPERIENCE

MARKETING SPECIALIST

February 2025 - Present

Lee Hecht Harrison (LHH)

Job Overview: Right-hand to the Marketing Director, supporting the management of the company's two business lines. Responsible for digital strategy and social media in Spain, including Paid Media, organic campaigns, email marketing, branding, and event management. Coordinated global and local campaigns with an annual budget of €500,000.

- Led the implementation of the brand refresh in Spain, ensuring visual and communication consistency across all channels.
- Managed company website and created SEO-optimized landing pages, boosting lead generation in close collaboration with the sales team.
- Designed and executed social media and Paid Media strategies (LinkedIn & Meta), increasing engagement and CTR on key campaigns.
- Oversaw end-to-end event management, from planning to multichannel communication (email, social media, landing pages), significantly increasing attendance and participation.
- Optimized workflows in Salesforce and Pardot, enhancing automation and improving PQL conversion rates.

DIGITAL MARKETING & CONTENT COORDINATOR

January 2024 - February 2025

beBee Platform

Job Overview: Responsible for developing and executing digital marketing and content strategies to strengthen beBee's online presence. Acted as the point of contact for social media, Paid Media, and content initiatives, while supporting product launches and community growth.

- Increased engagement by 20% in six months through community management and interactive campaigns.
- Executed social media and Paid Media strategies (LinkedIn & Twitter), achieving a 15% CPL reduction and boosting brand visibility.
- Led the launch of beBeeMatch, strengthening the company's value proposition.
- Produced multimedia content (posts, videos, graphics) with Adobe Suite and Figma, ensuring brand consistency. Reported on social media metrics, identifying insights to improve campaign performance.

- Analyzed social media metrics and reporting, identifying opportunities that improved campaign performance.

B2B SALES REP & MARKETING MANAGER

November 2021 - January 2024

NeoLux Energy Solutions

Job Overview: Founded and led the marketing department from scratch, designing the full marketing mix (product, pricing, promotion, and communication) to support the company's B2B growth. Combined sales responsibilities with the development of digital marketing strategies to strengthen brand positioning and revenue generation.

- Built the marketing function from zero, defining product strategy, pricing models, and promotional campaigns.
- Designed and executed digital campaigns and newsletters for B2B clients, achieving top sales results and surpassing revenue targets.
- Planned and managed social media channels, significantly improving digital presence and brand awareness.
- Conducted competitor and market analysis to guide strategic decisions and optimize sales outcomes.
- Actively contributed to product development and launches, enhancing the company's value proposition and client satisfaction.

B2B TRADE MARKETING SPAIN & PORTUGAL

January 2020 - October 2021

Giorgio Armani

Job Overview: Gained cross-functional experience by working across Trade Marketing, Sales, and Logistics for Spain and Portugal. Supported commercial growth while ensuring brand consistency and operational efficiency.

- Executed Trade Marketing campaigns at the point of sale, including merchandising, promotional materials, and in-store activations to strengthen brand presence.
- Managed stock replenishment for B2B clients, ensuring product availability and maximizing sell-out performance.
- Collaborated with the sales team to maintain strong client relationships and support revenue objectives.
- Coordinated logistics processes to guarantee timely deliveries and efficient stock management across boutiques.

B2B Direct Sales

October 2018 - October 2019

Acon100cia Showroom

Job Overview: Supported the Sales Director in a multi-brand showroom, managing B2B sales and client relationships with fashion retailers.

- Drove direct sales across multiple fashion brands, achieving consistent revenue growth.
- Managed client portfolios of multibrand boutiques, ensuring strong relationships and repeat business.
- Supported the Sales Director in negotiations, order management, and coordination with brand partners.
- Contributed to showroom operations during sales campaigns, enhancing efficiency and client experience.

ESTÉE LAUDER COMPANIES

4 months, 2015

Artist Relations, LONDON

Job Overview: Supported the Artist Relations team in London, collaborating with makeup artists, influencers, and brand ambassadors to boost product visibility and brand engagement.

- Built relationships with professional makeup artists and promoted products through influencers and early YouTube collaborations.
- Organized and supported events with high-profile ambassadors (e.g., film premieres, music events), maximizing brand exposure with target audiences.
- Pioneered influencer marketing initiatives, proposing gifting and paid collaborations with YouTubers before this practice became industry standard.

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**

LANGUAGES

- Spanish: Native
- English: C1

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.