# **Dolores Ormaechea**

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**WORK EXPERIENCE**

**Bluserena Hotels & Resorts Hybrid**

*Marketing Operations Specialist 2023-Current*

* Collaborate with cross-functional teams to align marketing efforts with business objectives in a fast-paced setting.
* Oversee internal communications ensuring consistent messaging and materials for events with 100+ attendees.
* Coordinate projects from briefing to implementation.
* Manage supplier relationships, ensuring quality product delivery within budget.
* Oversee brand image and online reputation.

**Pomilio Blumm Remote**

*Communications Specialist 2022*

* Led B2B strategies, content curation and data analysis for 5+ clients across social media channels.
* Coordinated monthly newsletter content with 60k+ subscribers.
* Drove 7k+ entries to the Lorenzo Natali International Prize, exceeding client goals through Meta and Google campaigns.
* Applied data insights to refine strategies and enhance engagement and conversion rates.

**Verisure Remote**

*Marketing & Communication Analyst*

* Coordination and supervision of the content for e-mail marketing, website and social media channels.
* Optimisation and supervision of Google Ads, Taboola and Outbrain campaigns.
* Monitor on campaign performance, making adjustments as necessary to achieve objectives.
* Support in lead analysis and reporting.

**Tenaris Hybrid**

*Social Media Manager*

* Supported content strategy development aligned with B2B goals and brand identity.
* Managed social media accounts with 30k+ followers, creating content and overseeing community interactions.
* Leveraged data insights to boost engagement and performance.
* Conducted social listening, brand reputation monitoring, and crisis management.
* Organized and supported press events.

**EDUCATION**

**Catholic University of Argentina** **Buenos Aires**

*Degree in Institutional Communications and Advertising December 2018*

* Courses: Account Management. Basic: Paid Media, Funnel & Automation, Copywriting.

**SKILLS**

B2B Communications, Social Media Strategy, Content Marketing, Digital Marketing, Branding, Brand Reputation, Crisis Management, Account Management, Data Analysis, CANVA, Word, Powerpoint, Excel. Detail oriented, Creativity, Proactivity, Organisation, Teamwork, Time management, Strategic thinking, Problem solving. Spanish mother tongue, Italian (C1), English (B2).