



# VICTORIA OTERO BENTEVOGLIO

MKT 360 | COMMS | BRAND

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Barcelona, Spain

[Linkedin profile link](#)

## WORK EXPERIENCE

### Marketing Specialist B2B

Barcelona, Spain

Suntransfers | January 2023 - Present

- Owning of omni-channel Content Strategy (Email, SM, Events, PR) and managing marketing budget.
- Conducting market researches to identify emerging trends, customer needs, and competitor strategies.
- Developing and executing end-to-end marketing campaigns for Email and Social Media.
- Copywriting (email campaigns, newsletters, automated emails, SM copies, press releases, internal comms, etc.).
- Designing all socials and creativities for SM, office materials and online & offline assets (banners, business cards, roll-ups, flyers, brochures, presentations, etc.).
- Monitoring brand consistency across all channels and materials.
- Organisation and coordination of internal and external events (trade shows, online webinars, team-buildings, etc.).
- Implementation of targeted PR campaigns for media coverage, drafting press releases.
- Working closely with cross-functional teams and external agencies.
- Monitoring KPI's and reporting.

### Account and Marketing Specialist B2B

Barcelona, Spain

TAPP Water | February 2022 - December 2022

- International Account Management.
- Opening new markets, supporting launch and brand development in each country.
- Identifying and approaching potential distributors and retailers.
- Closing partnership deals.
- Retailers POS activation, managing material and merchandising.
- Forecasting and ensuring monthly targets achievement.
- Organising webinars and offline events.

### Marketing Specialist

Barcelona, Spain

Avenew by RibéSalat | December 2020 - February 2022

- Elaboration and execution of the Marketing Plan.
- Content creation.
- Drafting newsletters.
- Organising offline events to bust certain properties.
- Defining brand's identity (creation of brand guideliness).
- Elaborating corporate brochures and presentations.
- Monitoring KPI's and reporting.

### Cabin Crew

Stansted Airport, UK

Thomas Cook Airlines | September 2018 - October 2019

## PROFILE

Proactive and positive professional with strong communication skills and over 4 years of experience in the field. My recent roles have allowed me to deepen into various areas of expertise, providing me with a wide understanding of the business landscape and a 360 vision of Marketing, with a clear inclination towards Communication and Branding.

Highly used to work in multicultural environments, I enjoy working as a team but also feel confident when autonomy is required. Creative yet analytical, I'm looking for new professional opportunities to continue growing and developing my career further.

## EDUCATION

### Communication Degree

UOC | 2019

### Digital Marketing and E-Commerce Master Degree

ENEB | 2022

### Brand Management Course

University of London | 2023

## TOOLS

- **Google:** Ads, Analytics, Search Console, Data Studio.
- **Content:** Hootsuite, Buzzsumo, Answer The Public, Mailchimp.
- **Productivity:** Microsoft Office package, Asana, Airtable, Monday, Trello, Kantar / Nielsen.
- **Design:** Adobe Photoshop and Lightroom, Canva, Inshot.
- **CRM:** Hubspot, Brevo, Salesforce.
- **Website:** Shopify, Wordpress.
- All **Social Media** platforms.

## LANGUAGES

- **Spanish** Native
- **English** C1
- **Italian** B1