

# BRAIS RODRÍGUEZ GONZÁLEZ

[uk.linkedin.com/in/braisrodriguez/en](http://uk.linkedin.com/in/braisrodriguez/en) • [info@braisrodriguez.com](mailto:info@braisrodriguez.com) • +34-659817798

## DIGITAL MARKETING PROFESSIONAL

SOCIAL NETWORKING~ SEO KNOWLEDGE~ EFFECTIVE COMMUNICATIONS



Highly motivated and dynamic Digital Marketing Professional, with a diverse background providing top rate customer service, troubleshooting and reconciling client concerns, and applying effective communications to better streamline core marketing operations. Strong expertise with administrative skills, critical thinking and problem solving. Focused and driven with proven leadership prowess and a contagious attitude. Responsible self-starter, determined, and loyal, seeking to showcase skill-set with a forward-thinking and like-minded organization.

## AREAS OF EXPERTISE

- Effective Communications
- Analytical Skills
- Social Networking
- Content Marketing
- Ecommerce Strategy
- SEO
- Processes and Procedures
- English
- Leadership/Team Building
- Email Marketing
- Problem Solving
- Inbound Marketing

## PROFESSIONAL EXPERIENCE

**2013 - Present: Consultant with [www.domesting.com](http://www.domesting.com). La Coruña. Spain.**

**Freelance Digital Marketing and Social Media Marketing Consultant**

- ✓ Cultivated and grew a profitable digital marketing website including advertising, staffing, and authoring content
- ✓ Managed and directed company SEO/SEM advertising campaigns, marketing databases and social media
- ✓ Served as guest lecturer at various conferences on the topic of Email Marketing Strategies

**2017 - 2017: Confirmsign. A Coruña.**

**Inbound Marketing Specialist**

- ✓ Responsible for developing and executing the Inbound Marketing strategy
- ✓ Defining the buyer persona and buyer's journey.
- ✓ Managed and directed company SEO/SEM advertising campaigns
- ✓ Developing Digital Marketing Plan and Content Mapping Strategy

**2016 - 2017: Unayta. A Coruña.**

**Marketing Assistant**

- ✓ Responsible for developing and executing the Marketing Plan
- ✓ Dealing with client portfolio

**2016: Wisby Limited. London. United Kingdom.**

**Ecommerce Manager**

- ✓ Cultivated and grew a profitable digital marketing website including advertising, staffing, and authoring content
- ✓ Managed and directed company SEO/SEM advertising campaigns, marketing databases and social media
- ✓ Responsible for company email marketing campaigns, advertising, and web content

**2013: IPGLOBAL DIGITAL AGENCY. La Coruña. Spain.**

**Digital Marketing Strategist**

- ✓ Responsible for company email marketing campaigns, advertising, and web content
- ✓ Analyze competition while strategizing on blog placement and social media advertising
- ✓ Collaborate with senior management on social networking and business strategies ensuring keeping with market trends

**2012 - 2013: IDO MARKETING. Barcelona. España.**

**Digital Marketing Strategist**

- ✓ Effectively collaborate with senior management to coordinate ecommerce strategies
- ✓ Proactively strategize on inbound marketing campaigns and web advertising
- ✓ Effectively communicated department business while coordinating with cross functional teams to ensure company vision
- ✓ Collaborate with agencies and other vendor partners

**2010 - 2012: THINKIN' COACHING. Digital Marketing Strategist**

**2010: MAGNAFOR QUALITAS, Lecture Social Network Strategy**

**EDUCATION**

---

**Post-Graduate Marketing Manager, ESIC, Spain, 2012 - 2013**

**Advanced Course of Digital Marketing, Business School IFFE, Spain, 2011**

**Web developer, Ecommerce, Digital Marketing y Digital Analytics certifications with Activate Google**

**Inbound Marketing certification with HubSpot**

**Email Marketing certification with HubSpot**

**Content Marketing Certified with HubSpot**

**Marketing Automation with HubSpot**

**SEO: Keyword Strategy with LinkedIn**

**Top 5 Tips for Money-Saving AdWords with LinkedIn**