



Lizzette Ramirez

Marketing & Business Manager

Paris, France

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Languages

French (Work Proficiency)

Spanish (Native)

English (Fluent)

About

Marketing enthusiast with 5 years of experience in various sectors, equipping me with broad strategic thinking. I am doer, highly independent, adaptable, tenacious and a fast learner. Thanks to my international background I am well-prepared to deliver in multicultural teams and bolster my problem solving in Spanish, English and French.

BRANDS WORKED WITH

Akator Construction, LLC

Comparex México

Kia Motors México

La Castellana

Totalplay

Experience

● Marketing & Business Manager

Akator Construction, LLC | Aug 2020 - Now

- Plan strategies, and execute marketing initiatives for business growth.
- Create and scheduled content for the brand's social media profiles.
- Follow up with clients in the different contact platforms.
- Creation of newsletters and internal communication campaigns.
- Control and weekly analysis of finance files (Quickbooks).
- Analysis and follow-up of satisfaction indexes (customers and employees).
- First contact filter for recruitment processes.
- Project management in support of functional areas.
- Monthly KPIs reports.

● Marketing Analyst & Sales Trainer

Kia Motors México | Sep 2017 - Aug 2018

- Developed and defended local media plans and campaigns.
- Organized and coordinated events (FIFA sponsors, trade shows).
- Expanded market & social networks' ad strategies.
- Negotiated with important suppliers for the KIA brand.
- Ensured the correct implementation and standardization of sales procedures.
- Analyzed numerous KPIs and recommended hands-on solutions and valuable monthly reports.



● Marketing Coordinator

Totalplay | Jan 2017 - Jun 2017

- Implemented strategic and operative plans independently.
- Improved brand awareness, market share, and identification of new opportunities.



● Event Coordinator

La Castellana | Oct 2015 - Aug 2016

- Organized large wine tasting and pairing events (100+).
- Promoted large-scale sales (tailored VIP customer service), and follow-up of orders.
- Received skillful wine tasting and food pairing training with various sommeliers.

● Marketing Consultant

Comparex México | Sep 2014 - Oct 2015

Demand generation of prospects and customers, logistics and coordination of events