Dweet

Elena Sanmartin

International Product Develop-
ment Assistant at L'Oréal

◎ Paris, France

Portfolio file

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Links

in LinkedIn

Languages

English (Work Proficiency)

French (Fluent)

Spanish (Native)

Catalan (Native)

German (Basic)

About

Marketing professional developed in the Startup ecosystem passionate about
brand strategy, art and finance. Currently in London, seeking to improve my skills
with new challenges and opportunities.

BRANDS WORKED WITH

Gastech Exhibition & Conference   L'Oréal   NARGY SL   UpBizor

Experience

International Product Development Assistant at Cacharel

L'Oréal | Jan 2023 - Jun 2023

Work in DMI (international division) for Cacharel
Operational support for 2023/24 launches on Yes I Am
Boost the 360 of the launches Yes I Am and the full-brand animations
with support services
Support to create hallmarks/product concepts for 2024/25
Monthly report on Sell-Out

Marketing Manager

UpBizor | Jul 2020 - Nov 2021

- Design and implement an Inbound Marketing strategy (Marketing Au-
tomation)
- Create the marketing plan
- Community Manager: Manage social media and
partnerships
- Content Manager
- Develop, design, and create the blog and newsletters
- Host and arrange webinars
- Generate leads and value ecosystems

Marketing Analyst Intern

UpBizor | Mar 2020 - Jul 2020

- Community Manager: Manage social media
- Content Manager
- Develop, design, and create the blog and newsletters
- Host and arrange webinars

Azafata

Gastech Exhibition & Conference | Sep 2018 - Sep 2018

- Atención al cliente

Azafata

NARGY SL | Dec 2016 - Oct 2018

Azafata en el Fútbol Club Barcelona, en las salas VIP y como transfer.
- Atención al cliente (especialmente internacional).

Education & Training

2021 - 2023   **ESCP Business School**

Master of Science - MS,

2019 - 2020   **University of Hertfordshire**

Erasmus programme,

2019 - 2020   ● **Universitat Pompeu Fabra - Barcelona**
                  Mínor,

2016 - 2020   ● **Universitat Pompeu Fabra - Barcelona**
                  Grado en Ciencias Empresariales y Management,