



Adriana Hernandez

Fashion, Luxury & Beauty | Social media and Marketing manager | Communications | Content Creator | SEO

Paris, France

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English (Fluent)

French (Work Proficiency)

Spanish (Native)

Italiano

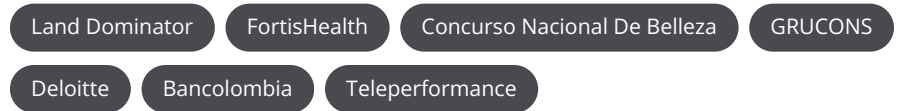
About

I create and execute innovative marketing strategies that enhance the brand image and increase customer loyalty. I have a strong background in Finance and International Trade, which I obtained from Universidad del Rosario. This has enabled me to analyze market trends, consumer behavior, and business opportunities, and to optimize the marketing budget and ROI. I have also acquired multiple certifications in digital marketing from Google Activate, which have equipped me with the skills and tools to leverage the power of online media and platforms.

I have fostered and expanded my skills and expertise in disciplines like public relations, digital marketing, social media, partnerships relations, content creation, public speaking, writing, and communications. My goal is to create impactful and memorable brand experiences that resonate with the target audience and generate value for the company.

Proud to get out of my comfort zone, push myself even more, being a lifelong sports and fashion enthusiast, and pursue my passion for the Luxury industry for the rest of my career, I am actively learning to further my career in the field. I am immediately available and open to relocation.

BRANDS WORKED WITH



Experience



Marketing Director

FortisHealth | Jan 2023 - Aug 2024

- Oversee content strategy and development across multiple platforms, develop a multi-channel content strategy, boosting brand visibility by 120%.
- Coordinate with cross-functional teams to produce content, managing workflow and ensuring quality, which increased content output by 40%.
- Develop innovative content strategies, resulting in a 40% increase in lead generation.
- Implement SEO best practices, resulting in a 70% increase in organic search traffic.
- Create and implement innovative marketing strategies for new and existing services, resulting in an increase of 80%.
- Manage a budget for content projects, optimizing spend, ensuring cost-effectiveness, and achieving an increase in the conversion rate of 40%, and a 56% cost reduction while maintaining quality.
- Weekly, Quarterly and Yearly Brand Marketing Reports.
- Utilize strong copywriting skills to create engaging and informative blog posts for the FortisHealthblog.
- Orchestrating and fine-tuning intricate paid social campaigns, pinpointing precise demographics, audiences and brand specifics.



Senior Marketing Executive

Land Dominator | Jan 2023 - May 2023

Señorita Arauca

Concurso Nacional De Belleza | Jul 2021 - Nov 2022



Digital Marketing Executive

GRUCONS | Jan 2021 - May 2022

- Create and execute marketing campaigns and initiatives that support the company's overall marketing strategy.
- Execute digital campaigns and create summary reports.
- Gather and analyse data on consumer behaviour, market trends, and competitors to inform marketing strategies.
- Design and Develop the website through WordPress and Create Brand identity.
- Manage and optimize CMS, enhancing user experience and increasing website traffic by 30%.
- Create and distribute marketing materials, such as brochures, website content, and email newsletters.
- Build and Develop new strategic alliances.



- **SOCIAL MEDIA MANAGER**

GRUCONS | Jan 2020 - Jan 2021



- **Global Trade Advisory Analyst**

Deloitte | Dec 2019 - Jul 2020



- **New strategic alliances**

GRUCONS | May 2018 - Jan 2020



- **Intern- Derivatives**

Bancolombia | Jan 2018 - Jul 2018



- **Customer Experience Associate**

Teleperformance | Jan 2017 - Jul 2017

Education & Training

2020 - 2021

- **Studio Actores**

Acting,

2014 - 2019

- **Universidad del Rosario**

Bachelor's degree in Finance and International trade,