



# Marian de la Llave

Marketing and communication

- Eindhoven, NL
- +31 (6)27 584 095
- mariandelallave@gmail.com
- www.mariandelallave.nl

## About Me

I am an experienced Digital Marketeer with 5+ years of experience in social media management, content creation, and email marketing. I have a proven track record of successfully managing multiple campaigns and projects, and I am highly organized with excellent planning and problem-solving skills.

## Expertise

- Multi-channel campaign management
- Content planning and creation
- Marketplace management
- Social media management

## Language

- Spanish - Native
- English - Advanced
- Dutch - Intermediate (A2)

## Software

- Adobe Creative Suite
- Microsoft Office
- Social media management tools
- E-mail marketing tools
- Partner portals (Zalando, Bol.com)



Scan my portfolio

## Experience

**2021 - 2023**  
Eindhoven

### 4funkyflavours

Marketing Activities Coordinator

- *Communication planning* • *Market place monitoring* • *Social media management* • *Reporting and analyzing* • *Content creation*
- I plan and manage B2C, B2B and internal communication agendas for all channels (mail, socials, web, instore). Additionally, I create campaign concepts, and support with content creation. As well as project manager of market places (Zalando, Bol.com, Secret sales) was responsible of the launching, account and stock management and monitoring performance.

**2019 - 2021**  
Zaltbommel

### Bee Interactive

Online Marketeer

- *Social media management* • *E-mail marketing* • *SEO and SEA* • *Design*
- I created content for websites, blogs and social media (ads) and analyzed it's result, also designed websites, logos and brandbooks for multiple clients. Additionally, created marketing emails and campaigns, as well as linkbuilding, SEO text creation and Ads campaigns.

**2019**  
Nijmegen

### Mango

Assistant Manager

- *Administration and management of the store*
- I coordinated and supervised daily KPI's visual merchandising, stock and staff.

**2018 - 2019**  
Boekel

### Dutch Plantin

Internship

- *Marketing assistant* • *Spanish sales support* • *Social media management*
- I worked on a market research, creation of social media accounts and content management, and customer service and event support.

## Education

**2014 - 2019**  
Puebla

### Instituto Tecnológico de Monterrey

B.A Marketing and Communication

**2017**  
Eindhoven

### Fontys University of Applied Sciences

Digital Business Minor Exchange Program

**2016**  
Puebla

### Bachelor's voluntary social services

For various non-profit associations that help vulnerable communities in Mexico

**2011 - 2014**  
Veracruz

### Instituto Tecnológico de Monterrey

Bilingual High School