

GENESIS MALDONADO

• Accounts Director | Strategic Planner •
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ABOUT ME

Dynamic, passionate and self-driven marketer with international experience. Using a structured and creative approach, I actively support and implement end-to-end marketing strategies within dynamic and demanding markets. Combining a BA degree in Marketing Communications, an MSc in International Marketing and 5 years of overall experience, I possess the ability to deliver results and recognition within a challenging environment.

EDUCATION

2019 - 2020 • Newcastle University
London
MSc. International Marketing & Management

2013-2018 • Universidad Casa Grande
Guayaquil- Ecuador
BA in Marketing Communications and Business Administration.

EXPERIENCE

July 2022- present

Napkin Creative

Ecuador / USA/ EU/ UK

Head of Accounts US-EU projects

- Manage the NLC platform. Assigned tasks to an international design community.
- Develop strong relationships with international clients.
- Work alongside designers, creatives and copywriters to generate online and off-line marketing campaigns.
- Create, and execute end to end marketing strategies.

Nov 2021-May
2022

Buzz App

Remote/London

Strategy Consultant (Freelance)

- Worked on the development and implementation of online marketing strategy to increase brand awareness
- Created, executed, and optimized direct-to-consumer marketing plans to ensure traffic goals are met for promotional online programs.
- Trained, and supervised marketing interns and collaborated with colleagues on the creation of a new marketing analytic tools

Sept 2020- sept
2021

Grupo Famalpo

Ecuador

Marketing/ Client Executive

- Delivered strategic insights that help clients grow their categories and brands, by analysing and utilising data on what consumers want and buy.
- Managed the day to day liaison and coordination of servicing for your key client contacts.
- Developing and delivering against account plans to support your clients business objectives.

April-June 2020

Unicorn Studio

London

Strategy consultant (Freelance)

- Conducted market research for the launch of a new skincare brand "Empiry" in the Canadian market. Including : 2020 skincare trends, retail spaces, competition and COVID-19 consequences, in both the industry and market.
- Created a positioning strategy for Empiry.
- Executed a brand image strategy for the brand.

Sept 2019-April 2020	BNP Paribas Real Estate London
	<p>Marketing Assistant</p> <ul style="list-style-type: none"> • Worked with the commercial, residential, and rural managers on marketing plans. • Monitored and approved advertising material on the AddIntel platform. • Executed e-marketing campaigns using Eloqua software, producing monthly reports on clicks and open rate. • Executed social media campaigns for the residential and commercial businesses. • Managed email-marketing assets to ensure content was relevant to the audience. • Assisted on promotional events hosted by the company's marketing department. • Worked on the development of the new Rural research website.
Sept 2018-Sept 2019	<p>Newcastle University (London campus) London</p> <p>Student Brand Ambassador</p> <ul style="list-style-type: none"> • Generated social media content for the University's social media accounts. • Wrote blogs on different topics for the University's website. • Offered insightful guidance for prospective students visiting the institution.
Jan - June 2018	<p>Lorem Ipsum New York City</p> <p>Marketing Intern</p> <ul style="list-style-type: none"> • Worked with the social media managers to create on line content for their brand portfolio, such as Seiko and Pulsar watches. Wrote copies for different posts. • Monitored site and social media performance, producing weekly and monthly reports for the team. • Research and analysed market data to determine areas of opportunity for brand development, creating customer insight data. • Managed digital assets to ensure content was easily accessible. Create new audiences in diverse social media platforms. • Compiled market research reports about business opportunities the agency could take part in
Feb- Dec 2017	<p>Statetrust Group Guayaquil- Ecuador</p> <p>International Representative</p> <ul style="list-style-type: none"> • Worked with clients to develop individualised financial plans for savings, retirement, investments and insurance. • Enhanced communication skills and interpersonal skills while answering face to face and telephone inquiries.
Sept- Dec 2016	<p>British Chamber of Commerce Guayaquil- Ecuador</p> <p>Marketing Communications Intern</p> <ul style="list-style-type: none"> • Generated social media content, grew company's followers- ship by 5%. • Created communication strategies for the recruitment of new members, engaged 3 new chamber members. • Created new business alliances by promoting the chamber services. • Developed managing and organising skills while dealing with clients national and international clients.