



Hello, I am
Denis Arnold Roberto
 Marketing specialist

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*Please note this CV excludes professional experiences and academic milestones not related to the field of Marketing, I will be happy to provide more info if requested.

About Me

Born in 1996 in Frankfurt (Germany), Digital Native, hard working, proactive and Creative Marketing specialist.

Marketing & Market Research Graduate, Master in Digital Marketing & Social Media.

With experience as a Community Manager and as Affiliate Marketing Account Manager, with great results in both areas.

Education

Degree in Marketing & Market research

UMA (Batchelor Degree, University of Málaga) 2015-2020

Gained the ability to reach company goals through Market Research, Consumer Behaviour, Analysis of Competition, Product Strategy and Prices, Sales Management and Distribution Channels, or anything related to advertising and promoting.

Master in 2.0 Digital Marketing + Social Media

EBC (Masters Degree, Esneca Business School) 2020

Learned how to understand the behaviors of today's digital customers to master everything from social media to e-commerce, and maximize the digital performance of any organization.

Digital Marketing Extension course at UMA 2020

Photoshop Expert Course at UMA 2021

Extracurricular extension courses providing advanced Marketing skills.

Professional Skills

Adobe Photoshop

Adobe Illustrator

Canva

Sony Vegas

Microsoft Office Word

Microsoft Office Excel

Microsoft Office Powerpoint

IBM SPSS

HTML 5

JavaScript

Content management systems (CMS)

Wordpress

Prestashop

Copywriting

Social Media Marketing

Google ADS

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Work Experience

Adminds Digital

Feb 2021 - Current

Media Buyer

Creating Sweepstakes Landing pages and purchasing traffic to generate Leads. (CPL Model)

Affiliation Campaigns Broker.

Account Manager.

Accounting.

Graphic Designer.

SecureKids

Jul 2020 - Dic 2020

Community Manager

Manage Company's Social Media presence.

Copywriting.

SEO Manager.

Public Relations.

Plan social media posts.

Competition study.

Diario SUR (Vocento Media Group) Jan 2020 - Jul 2020

Marketing Assistant

Marketing & Distribution channels assistance.

Public Relations.

Finances.

Accounting.

Customer Relations.

Quality control.

Misc. tasks.

Personal Skills

Creativity

Communication

Team Player

Commitment

Dedication

Quick Learner

Social Media & tech enthusiast

Other Skills

Languages

Spanish (Native)

German (Native)

English (Advanced) C1 Level Cambridge English Assessment

Experience working Remotely

Driving License

Great taste in music

YOU WONT REGRET GIVING ME A CHANCE