



# ANDREA BARRIONUEVO

## COMMUNICATION & MARKETING

### ABOUT ME

I am a growth marketer with 5+ years of experience in digital marketing in the EMEA & LATAM markets. I have experience in different areas and products, as well as B2C and B2B marketing strategies.



### CONTACT



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### TOOLS



Google Ads



Google Analytics



metricool



facebook Ads



hotjar

HubSpot

SEMRUSH



audience.



ANSWER THE PUBLIC



miro



Looker



### RELEVANT EXPERIENCE

#### QUALITY ANALYST

2022 – PRESENT

- Accenture - Lisbon

Ensure the quality of processes related to Digital Marketing of large companies and their online ads from the perspective of one of the largest Internet ad service providers in the world. Accenture's client is also known for being one of the biggest search engines in the Internet.

#### MARKETING EXECUTIVE MANAGER

2021 – 2022

- Grupo Jhosef Arias - Spain

B2C strategy elaboration as well as statistical analysis. Also, participation in popular high-cuisine events in Madrid. Design of graphic material for BTL and ATL campaigns and web design. Writing of press articles, and blog.

#### MARKETING MANAGER

2019 – 2021

- Bestsol Perú - Peru

Developed a B2B marketing and content strategy for this Microsoft Silver Partner. Creation of creative material, as well as email campaigns. Events organization and Graphic Design were also part of my duties.

#### COMMUNITY MANAGER

2019

- Crear Perú - Peru

Responsible for four different accounts. Two of them were dedicated to restaurants, one belongs to a shoes business, and one related to the agency itself.



### EDUCATION

#### MASTER IN DIGITAL MARKETING & E-COMMERCE

2024

Madrid, Spain

#### INVESTIGATIVE JOURNALISM FREE MASTER CLASSES

2019

Brussels, Belgium

#### BACHELOR IN COMMUNICATION

2018

Lima, Peru



Need visuals? Go to next page



GRUPO JHOSEF ARIAS



I planned, designed and managed the process to publish two of my ads in Madrid Subway mupis, procured in strategic areas with high traffic close to the restaurants' locations.

Design, photography, branding, social networks management, packaging, merchandising. The high point being the publishing of 2 of my ads in Madrid's most iconic Metro Stations.

The Jhosef Arias Group operates 5 luxury restaurants in Madrid. It is focused on traditional Peruvian and fusion cuisine. I worked in Digital Marketing focusing on B2C, as well as Design area and Public Relations in big events such as Madrid Fusion.



Desde el 2012, venimos brindando soluciones de valor agregado en Telefonía IP y Colaboración a empresas operadoras (fijos) y canales de distribución a nivel nacional. Para garantizar poder ser tu socio tecnológico y brindarte nuestras mejores ofertas de negocios con el respaldo de un buen soporte pre y post venta.

LA MEJOR ALTERNATIVA DE INVERSIÓN A CORTO, MEDIANO Y LARGO PLAZO

PROXIMIDAD Y EFICIENCIA, TRANSFORMACIÓN DIGITAL, SERVICIO Y SOPORTE DE CALIDAD

CON PRODUCTOS DE PRIMER NIVEL

- Sistemas de Colaboración UC
Centrales Telefonías IP
Telefonía IP
Video Telefonías IP
Headsets Call Center
Bases Celulares
Gateways Analógicos y Digitales
Porteros
Perifoneos IP
IVRS
Tarifadores
SIC
Video Telefonías IP
Servicios profesionales de Ingeniería

EN LAS MARCAS MÁS RECONOCIDAS EN TODO EL MUNDO



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¡AOS TOMA LA TEMPERATURA!



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Advertisement for UCAAS featuring a man speaking, logos for MS-TEAMS, UCAAS, and JI, and a table titled 'DIGITALIZA TU ENTORNO' comparing UC Traditional and UCaaS. Includes text: '¿Por qué UCaaS?', 'REEMPLAZA LAS CENTRALES TELEFÓNICAS BRINDANDO AHORRO Y EFICIENCIA TECNOLÓGICA.', 'LLEVA LA TELEFONÍA EMPRESARIAL A LA NUEVA PASA: MÁS INNOVACIÓN E INNOVACIÓN.', 'BRINDA CONECTIVIDAD Y DISPONIBILIDAD DESDE CUALQUIER LUGAR.', 'CERO ROAMING.' and 'PARTNER PLATINUM DE AUDIOCODES'.

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BESTSOL PERÚ

Flyers, emails, posters, and social media campaigns. In Bestsol Perú, I developed the B2B strategy, and the email marketing campaigns for this more than 12-year Microsoft Silver Partner.

Want to see more?

Be my guest: www.andreabarrionuevo.es