

### **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.





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## TOOLS















metricool

























2018



## MASTER IN DIGITAL 2024 MARKETING & E-COMMERCE

Madrid, Spain

# INVESTIGATIVE JOURNALISM 2019 FREE MASTER CLASSES

Brussels, Belgium

## BACHELOR IN COMMUNICATION

产 Lima, Peru



### 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

2021 - 2022

#### **MANAGER**

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 Parter. 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.



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#### **GRUPO JHOSEF ARIAS**









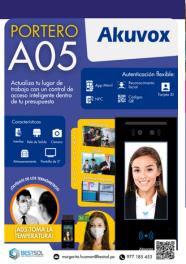
- Design, photography, branding, social networks management, packaging, merchandising. The high point being the publishing of 2 of my ads in Madrid's most iconic Metro Stations.
- The Jhosef Arias Group operates 5 luxury restaurants in Madrid. It is focused on traditional Peruvian and fusion cuisine. I worked in Digital Marketing focusing on B2C, as well as Design area and Public Relations in big events such as Madrid Fusion.



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.









#### 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?