

Jazmin Cristina Harb
(+1) 786-449-4771 | JazminHarbAndrade@gmail.com

PROFESSIONAL SUMMARY

Passionate professional with experience in marketing, project management, client relationship management and sales. Calm demeanor under stress and cooperative attitude contribute to team successes. Solid client and communication skills, with ability to build credibility and gain customer respect and trust quickly.

LANGUAGES

Spanish (Native). **English** (Fluent). **HTML** (Proficient).

PROFESSIONAL EXPERIENCE

Travel To Blank	Remote
<i>Business Manager and Travel Writer</i>	2015 - Present

- Designed, customized and maintain the travel website on WordPress.
- Grew website to 35,000+ web views per month with up to date Search Engine Marketing tactics, building and monitoring keyword lists, and community building to 80,000+ followers.
- Fosters partnerships and produces SEO content for tourism boards, hotels, tours and travel products.
- High level of photo production and editing in Adobe Photoshop and Lightroom.
- Built audience personas to highlight insights for key areas of growth and digital content production.

REMAFI S.A	Guayaquil, Ecuador
<i>Digital Marketing Manager</i>	2014 - Present

- Managed a creative team of five to create digital marketing strategies for SMBs in the US and Ecuador.
- Built customized online solutions around Social Media Marketing, Digital Advertising, and Website Design.
- Oversaw the production of high-quality graphic, photographic and video content with strict deadlines.
- Responsible for implementing and optimizing paid search (PPC/SEM) and display strategy on individual real estate accounts in Google Ads and Microsoft Ads, totaling over \$50,000 in ad spend.
- Ensured client accounts are efficiently on boarded and conduct daily account optimizations.
- Monitor and report on key account metrics to internal and external stakeholders.
- Strategic development of content strategies along with testing and analyzing new approaches to improve efficiency and ROI.
- Built an entire commercial brand voice and marketing strategy for several medium size companies.
- Created Personas for different product lines and Digital Marketing strategies based on those personas.
- Developed the creatives and fine-tuned strategy based on real time data and market trends from published content.

Anheuser-Busch InBev	Madrid, Spain
<i>IE Campus Ambassador</i>	2015 - 2016

- Planned and organized on campus events to raise awareness of the Global Management Trainee Program. Increased interest around available Ab InBev programs to graduating students and drove applications to the GMT Program along with serving as a program information ambassador.

EDUCATION**IE BUSINESS SCHOOL**

Master in Visual and Digital Media
of 2016

Madrid, Spain
Class

UNIVERSITY OF COLORADO, BOULDER

Bachelor of Science in Business Administration with dual emphasis in Marketing and Human Resources.
Certificate in Digital Media.
of 2014

Boulder, USA
Class

Honors: Dean's List, Member of Phi Theta Kappa Honor Society

TECHNICAL SKILLS

Google Ads, Google Analytics, YouTube, Twitter, Facebook, Instagram, Pinterest, Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, Microsoft and Apple Suites, Photography, Videography, Video editing.