



MARIA PAULA OSORIO OSORIO

MARKETER AND
PUBLICIST

PERSONALITY HIGHLIGHTS

- I possess a profound knowledge in the following software programs: Excel, Word, PowerPoint and the Adobe suite.
- Experience in social media and content creator.
- Skills in administration and digital marketing, management and motivation of teams in the achievement of results.
- Disciplined, honest, fast learner and results oriented.

LANGUAGES

- Spanish
- English
- French

CONTACT DETAILS

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BASIC INFORMATION

I am a marketer and advertiser specialist, with experience in brand strategy, new product creation, content analyst, marketing strategy creation, digital advertising and KPIS analyst.

Experience in the execution of Facebook Ads and Google Analytics campaigns as well as social media and content creator.

I am motivated to develop my skills and grow professionally.

EDUCATION

Politécnico Grancolombiano University
Marketer and Publicist | Aug 2016- Sep 2020

- Degree in marketing and advertising

GOOGLE- Garage digital | Oct 2019

- Certificate in Marketing and Digital Advertising

SENA — Administration technician | Jan 2014- Nov 2015

- Business Administration technician

PROFESSIONAL EXPERIENCE

Head of Marketing Department

KEEP COOL AIR INC Orlando Florida March 2023 - Current

Leading the Marketing Department with a focus on driving brand engagement and sales growth through strategic content creation across social media platforms and executing impactful digital campaigns to expand customer reach and drive sales.

Planner Pan-Regional (Reckitt Benckiser)

Havas Media Colombia | April 2022- January 2023

-Analyze and interpret advertising data to help clients improve their advertising campaigns.

-Analyze client campaign results and recommend improvements.

-Collection and analysis of information on different communication channels.

-Create and recommend media strategies to attract and retain customers.

Buyer

Havas Media Colombia | July 2021- April 2022

- Developing an effective and accurate system for monitoring purchase TV and advertising campaign orders

- Delivering a weekly TV and advertising purchase order report to supervisors that indicates the invoice number for all closed orders.

- Effectively communicating with the management team to ensure all TV and advertising campaign orders are accurate.

Strategic planning

Publimetro (One Metro) Colombia | Jan 12 2020- June 12 2020

- Marketing strategy

- KPI's analysis

- Digital advertising campaigns.

Account Manager

Publimetro (One Metro) Colombia | Aug 2020- May 2021

-Identify new business opportunities among existing customers

- KPI's analysis

- Digital advertising campaigns.

JOB REFERENCES

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