



SERGIO ESCOBAR

SOCIAL MEDIA & INFLUENCER MARKETING

PROFESSIONAL SKILLS

Social media strategy
Google ads
Marketing
Web content development
Branded content
Corporate blogging
Project management
email marketing
Photo editing
Market research

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team builder
Fast learner
Motivated
Speaker

CONTACT

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SOCIAL



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ABOUT

With more than 10 years of experience in Social Media & Influencer Marketing Management, I have worked for national and international companies and startups in Mexico and Spain offering improvements and new proposals in the areas of: community management, influencers management and word-of-mouth marketing, branded content, optimization for Facebook & Instagram ads.

WORK EXPERIENCE

SOCIAL MEDIA & INFLUENCER STRATEGIST (*freelance*)

Primer Comunico, luego existo! | Nov. 2014 - Present

- Account management skills and customer service
- Focus on the profitability of marketing and digital advertising
- Optimization of CPC and CTR in Facebook and Instagram ads

SOCIAL MEDIA CONSULTANT

trnd ibérica (Bertelsmann Group) | Oct. 2017 - Present

- Creation of the Social Media action plan (objectives and strategies)
- Integration of social social into the company business plan model
- In-house training in the use of SmartWorking tools for social media

DIGITAL ADVERTISING & MARKETING MANAGER

allinagency_ | Abr. - Oct. 2018

- Direction of the department of social media and digital advertising
- Development of inbound strategies for different clients
- Team training to obtain best practices for Facebook & Instagram ads

EDUCATION

POSGRADO, ESTRATEGIA Y CREATIVIDAD INTERACTIVA

Universidad Autónoma de Barcelona | 2009 - 2009

Barcelona, Spain

LICENCIATURA, CIENCIAS DE LA COMUNICACIÓN

Universidad del Valle de México | 1996 - 2000

Ciudad de México, México