

# Paloma Sosa Aguilar



## CONTACT



(656) 3111560



alep.sosaa@gmail.com



linkedin.com/in/palomasosa/

## LANGUAGES:

- English C2
- Spanish (Native)

## VALUES:

- Responsibility
- Honesty
- Compromise
- Respect
- Highly organized

## EDUCATION

- **Carrera en Mercadotecnia**

La Salle University Chihuahua,  
Strategic Marketing Degree, 2020.

- **Event coordinator**

IMEF University Finance Club  
in the period of 2018-2019

## ABOUT ME

I'm a passionate marketing and communication professional with 6 years of experience building, developing, and executing content and digital marketing strategies for projects and small businesses helping them out on reaching their goals and making sure their message gets to the right public on the right platform.

Smart working, creative, positive, and efficient. I love to pay attention to detail in my work and interaction with teammates and clients. Keen desire to acquire new skills.

## WORK EXPERIENCE

Grupo Ruba – Marketing Specialist  
06.2022 – 04.2024

- **Responsibilities (duties)**
- Coordination of the podcast “La especialidad de la Casa” as a marketing strategy
- Content creation for corporate social media (Instagram, Tiktok, X, LinkedIn, YouTube, Pinterest) and national management of the organic strategy of the company
- Digital marketing consultant for a sub-brand in the US
- Influencer Outreach for collaborations that enhance the brand
  
- **Achievements**
- Achieve more than 4,000 reproductions in 10 months
- Grow up to 560% in corporate social media platforms such as Tiktok
- Grow of 12.5% in sales since we started the lead generation campaigns
- Grow the engagement up to 50% on Instagram



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## SKILLS

- MS Office
- Da Vinci Resolve
- Slack
- Monday
- Canva
- Data Analytics
- Leadership Skills
- Empathetic Communication and People Skills

## WORK EXPERIENCE

Digital Visibility Concepts - Client Success Manager  
07.2021 - 06.2022

- **Responsibilities (duties)**

- Follow up persistently with clients in the development of web projects such as Landing Pages, e-commerce, and websites.
- Accompany clients in their process from day one until the delivery of the project.
- Analyze client's ads campaigns and generation of content for social media strategy along with the marketing team.

- **Achievements**

- Managed and developed the web project of +50 clients.
- Advised +50 clients in the process of creation and development of their social media strategies
- Grow the community in my client's social media up to 150% exceeding client expectations

Freelance - Marketing Consultant  
03.2019 - 04.2020

- **Responsibilities (duties)**

- Create content strategies for social media (Facebook Ads, Instagram).
- Generate Inbound Marketing campaigns for clients through Facebook.
- Helped clients on Digital Content Creation Strategies for social media.

- **Achievements**

- I generated sales to clients with ROIs of 200%.
- Optimized Content Interaction on clients' social media up to 300%.
- Develop the training for +10 clients on social media Inbound marketing

FECHAC - Marketing Assistant  
09.2019 - 12.2020

- **Responsibilities (duties)**

- Generate content for propaganda in different projects
- Assist with the department's daily activities (Schedules, organization, meetings, communication with other departments, etc)
- Graphic design for internal communication and fundraising

- **Achievements**

- Decreased the Content creation process by 40%
- Develop a task management system that improved the department productivity by 50%
- Establish a brand identity for the company