

Brayan Alexander Arias Restrepo

Social Communicator

$^+$ PROFILE

Social Communicator with more than 5 years of work experience in digital marketing, audiovisual production, organizational communication, graphic communication and customer service.

During my different experiences I have had the opportunity to be part of content creation teams for digital campaigns, audiovisual production and brand positioning. In addition to creating communication plans and execution of processes for brand improvement. I have also worked with different digital content editors that have allowed me to generate strong skills in the area of graphic design, web design and SEO. Advanced command of English language.

With skills for analytical, strategic planning, creativity, innovation, achievement orientation, determination and dynamism. With occupational interest in the creative sector.

+ SKILLS



Suite Adobe



Digital Marketing



Audiovisual

+ SOCIAL



https://bit.ly/2Z1jWIS



https://bit.ly/3dLvNio



https://bit.ly/2WubPDa

+ WORK EXPERIENCE

CONTENT CREATOR - MARKETING ANALYST (CASHFLOWCLUB) 2020 - 2021

Management of advertising strategy. Content creation. Monitoring of digital marketing strategies. SEO Consulting. Digital community management. Design of graphic and audiovisual pieces. Video recording and editing. Budget management for digital advertising. Data and results analytics.

ACCOUNT MANAGER - MARKETING SPECIALIST (E-CORE) 2020 - 2020

Team management. Creation of digital strategy. Monitoring and execution of digital advertising. SEO and SEM strategy follow-up. Planning of publication schedule for branding. Follow-up of webmaster's work.

MARKETING COORDINADOR (ONGRESSO COLOMBIA) 2019 - 2020

Creation of digital strategy and campaigns for brand positioning. Analysis and management of digital marketing channels. Email marketing. Market research for international expansion of foreign companies. SEO strategy. Content creation. Production and creation of corporate and institutional videos.

MARKETING ASSISTANT (PARADISO SOLUTIONS) 2018 - 2019

Administration of social networks. Administration of the corporate website. Monitoring and planning of digital marketing campaigns. Content creation. Editing and creation of videos. Tracking and positioning of campaigns. Assistance and follow-up in SEO/SEM campaigns. Monitoring and planning of B2B strategies. UX/UI experience.

COMMUNICATIONS COORDINATOR (ARCEUS) FREELANCE - CURRENTLY

Ads campaigns. Social media management. Copy creation. Reports and management of communication processes. Content creation. 2D animation. Photographic and video shooting. Event coverage. Audiovisual content creation. SEO support.

BILINGUAL CONSULTANT (ONELINK GETCOM) 2017 - 2018

GRAPHIC COMMUNICATOR (RAPIPHARMA) 2016 - 2017

AUDIOVISUAL PRODUCTION ASSISTANT (UPB) 2015

COMMUNICATION INTERN (ANTIOOUIA GOVERMENT) 2015

+ EDUCATION

SOCIAL COMMUNICATION (UNIVERSIDAD CATÓLICA LUIS AMIGÓ) 2015

MBA CORPORATE AND ORGANIZATIONAL COMMUNICATION (ENEB) CURRENTLY

DIPLOMATES:
Digital Communication (POLITÉCNICO SUPERIOR)

Digital Communication (POLITÉCNICO SUPERIOR)

Digital Marketing (POLITÉCNICO SUPERIOR)

COURSES:

Creatividad e Innovación (UPB)
Marketing Digital Desde Cero (CREHANA)
Adobe Lightroom (CREHANA)
Marketing Digital (GOOGLE ACTIVATE)
Comercio Electrónico (GOOGLE ACTIVATE)

Adobe Illustrator (SENA) Servicio al Cliente(SENA) Radio en Línea (MinTic - REDial Colombia) Design Thinking (IEP)

CONTACT

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