

TANIA ALARCON

DIGITAL MARKETING SPECIALIST

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Professional Summary

Creative, bilingual digital marketing professional, SEO expert with a focus on business development. Highly skilled in marketing strategy, DCS, marketing content, web design, social media and brand design. Problem solving skills, results-oriented, strategic design thinker with an analytical mindset driven to succeed. Confident in delivering leadership with an effective communication, a strong attention to detail and data-innovation.

Professional Experience

2022 ● Digital Marketing Consultant

2016 Independent | International

Consulted on digital marketing, strategic key drivers and eCommerce. Performed market research analysis, marketing strategy and testing to increase sales. Designed business platforms in Wordpress and eCommerce with Shopify and managed websites. Created original digital marketing content, video, simple animations and optimized content based on data analytics.

2015 ● Market Intelligence Manager

Redbrick Mexico

Consulted on market research diverse investment projects and analyzed Mexico market. Maximized ROI to ensure an efficient financial projection of million dollar investments, minimizing the risk. Wrote market reports, analysis and content.

2015 ● PR & Digital Media Coordinator

2014 Espacio 7 Real Estate

Consulted on digital media and performed social media and webmaster duties, SEO, CRM and strategic planning. Built digital catalogs and produced in-house design and supported the sales department.

2012 ● Assistant Project Manager

2011 Nader, Hayaux & Goebel Ltd

Organized administrative processes and project management. Coordinated advertising with international strategic publishers.

2011 ● Assistant Project Manager

2010 Sordo Madaleno Architects

Performed administration and logistics for an international award-winning global firm. Coordinated books and image production. *As project manager*, created campaigns in US, LATAM and Europe.

2008 ● Administrative Assistant

2006 Jones Lang LaSalle (JLL)

Managed high-profile accounts, provided customer service and supported the financial department. Built an administrative system exceeding quality control. Teamed up with brokers for market studies.

Achievements

15 + years in marketing providing creative *up-scale* digital solutions

Awarded “Best Innovative Product Design” by Motorola in 2005

Education

● BA Marketing Degree 2007-2014

Del Valle de Mexico University (UVM)

Digital Marketing and Business Development Division. Mexico City

Certifications | Skills

● Marketing Analytics 2022

Darden School of Business U.S.

● Google Analytics GA4 2021-2022

● Google Ads Search 2022

Google U.S.

● Social Media and Content Marketing 2015

● Web Design & Development 2009

Iberoamericana University Mexico City

● Web Design 2010

● Adobe Photoshop 2008

● Adobe Illustrator 2007

CENTRO Diseño | Cine | Televisión University Mexico City

Languages

English fluent

Spanish business

Software | Key Skills

Adobe Creative Suite

Digital Advertisement

Google + Analytics GA4

Mac OS + Windows OS

Marketing Automation

Microsoft Office Suite

SEO + Web Design

Social Media + CRM

WordPress + Shopify