

Contactar

maryolycreaciones@gmail.com
+573128294247 (Mobile)
mag_892011@hotmail.com

www.linkedin.com/in/maryoly-
algarin-753317142 (LinkedIn)
maat-art.com/ (Personal)

Aptitudes principales

Estrategia digital

Community Manager

Marketing en motores de búsqueda
(SEM)

Languages

Inglés (Professional Working)

Español (Native or Bilingual)

Certifications

Certificado LinkedIn Ads: Creación
de Campañas

EF SET Certificate

Survey Contributor of The Agile
Adoption Report 2022

Publications

ProMark

Caso de Estudio

Maryoly Algarin

Publicist | Marketing Director | Marketing Analyst | Prospecting
and Strategy | Content Marketing | Creative Strategy | Google Ads
Search Advertising Certification | UI/UX Designer | IA Designer
Antioquia, Colombia

Extracto

I am a publicist and anthropologist (thesis), careers that complement each other excellently, I am prepared in the context of agile methodologies (scrum), my main contribution to companies is to increase their commercial value, allowing them to position their brands and products in their market segments.

Experience planning, executing and optimizing SEM & Social Ads strategies.

Experience executing, managing and optimizing campaign budgets.

Experience in landing page optimization.

Extensive knowledge of Google Analytics.

Knowledge of Data Studio.

Tools: Google Analytics, Search Console, HubSpot.

Experience in analytics and defining KPIs for reporting.

Ability to prioritize, plan and organize your activities.

Knowledge in E-mail Marketing and Marketing automation tools.

Knowledge in LinkedIn Ads

Knowledge in Twitter Ads

Experience in the use of Photoshop

Experience UX UI FIGMA

Experiencia

Interlink CA

Digital Marketing Specialist

septiembre de 2023 - Present (2 años 9 meses)

- Planning, execution and optimization of SEO positioning strategies.
- Planning, execution and optimization of SEM and Social Ads strategies.
- Manage and optimize social media campaign budgets.
- Experience in landing page optimization.
- Configuration and analysis in Google Analytics.

Reporting in Data Studio.

- Configuration and analysis tools: Search Console, HubSpot, SocialGest.

- Analytics and definition of KPIs for reporting.
- Planning and execution of E-mail Marketing and Marketing automation tools.
- Planning, execution and optimization of LinkedIn Ads strategies.
- Planning, execution and optimization of Twitter Ads strategies.

MS21 CONSULTING COLOMBIA

5 años 11 meses

UX Designer

julio de 2023 - Present (2 años 11 meses)

As a UX (User Experience) designer for the RIMA platform for risk management, my work focused on creating an exceptional user experience for the platform's users. My duties included:

User Research: Conduct in-depth research to understand the needs and preferences of the platform's users, identifying their challenges and expectations in risk management.

Intuitive Interface Design: Designed an intuitive and friendly user interface that allowed users to navigate and use the platform efficiently, minimizing the learning curve.

Prototyping and Testing: Create prototypes and conduct usability testing to gather early feedback from users, allowing you to iterate and continuously improve the design.

User Flow: Defined and optimized user workflows, ensuring that the platform provided a seamless and consistent experience from start to completion of tasks.

Responsive Design: Ensured that the platform was accessible and effective on a variety of devices and screen sizes, adapting it to the needs of users in different contexts.

Interdisciplinary Collaboration: Work closely with development teams, risk analysts and other stakeholders to ensure alignment of design goals with business objectives and risk management.

Continuous Improvement: I maintained a continuous improvement-oriented mindset, constantly adjusting and optimizing the user experience based on user feedback and changes in the risk management environment.

In summary, as the UX designer of the RIMA risk management platform, my mission was to create a user experience that facilitated informed and effective risk management decision making while ensuring user satisfaction and effectiveness.

Marketing Director

julio de 2020 - Present (5 años 11 meses)

Medellín, Antioquia, Colombia

- Design in FUSION 360 tool for the client <https://sillasalmayorchile.cl/>
- Configuration of the CRM Hubspot for the client's sales force and training of personnel.
- Planning and executing marketing strategies
- Community manager (social media content management).
- Social media campaign
- Artwork design (Photoshop, Illustrator).
- Marketing plan for new company products.

Emergenvet

Digital Marketing Specialist

marzo de 2023 - Present (3 años 3 meses)

Medellín, Antioquia, Colombia

- Planning, execution and optimization of SEO positioning strategies.
- Planning, execution and optimization of SEM and Social Ads strategies.
- Manage and optimize social media campaign budgets.
- Experience in landing page optimization.
- Configuration and analysis in Google Analytics.
- Reporting in Data Studio.
- Configuration and analysis tools: Search Console, HubSpot, SocialGest.
- Analytics and definition of KPIs for reporting.
- Planning and execution of E-mail Marketing and Marketing automation tools.
- Planning, execution and optimization of LinkedIn Ads strategies.
- Planning, execution and optimization of Twitter Ads strategies.

Las Chimeneas Veterinary Clinic

Digital Marketing Specialist

julio de 2023 - marzo de 2024 (9 meses)

Itagüí, Antioquia, Colombia

- Planning, execution and optimization of SEO positioning strategies.
- Planning, execution and optimization of SEM and Social Ads strategies.
- Manage and optimize social media campaign budgets.

- Experience in landing page optimization.
- Configuration and analysis in Google Analytics.

Reporting in Data Studio.

- Configuration and analysis tools: Search Console, HubSpot, SocialGest.
- Analytics and definition of KPIs for reporting.
- Planning and execution of E-mail Marketing and Marketing automation tools.
- Planning, execution and optimization of LinkedIn Ads strategies.
- Planning, execution and optimization of Twitter Ads strategies.

BPO Global Consulting SAS

Marketing Specialist

marzo de 2020 - junio de 2020 (4 meses)

El Poblado

- Planning and executing marketing strategies
- Community manager (content management in social networks).
- Social media campaign
- POP material design (business cards, letterhead, etc.)
- Creation of Corporate Identity Manual
- Design of graphic material (Photoshop, Illustrator)
- Marketing plan for new products of the company.

MS21 CONSULTING COLOMBIA

Marketing Specialist

julio de 2017 - marzo de 2020 (2 años 9 meses)

Medellín, Antioquia, Colombia

- Planning and executing marketing strategies.
- Community Manager (content management in social networks).
- Campaign in social networks
- Marketing plan for new company products.
- Development and implementation of promotional activities.
- Corporate image manual.
- Mobile applications layout development (IONIC).
- Digital presentations (Prezi, PownToon).
- Graphic Design (brochures, logos, business cards, advertising design, POP material).
- Adaptation of images for APP, standardize dimensions and alpha channel.
- Participation in the development of RIMA mockup.
- Project description- Meeting with the client to gather information about their needs.

- Creation of sketches for the screens of the Mobile Application, with prior approval of the client.
- Development of the final screens of the Mobile Application in the IONIC Creator tool.
- DEMO presentation of the Mobile Application, for certification and approval of the client.
- Application of the last improvements or changes in the Mobile Application.
- Final certification and approval by the client.
- Sending of screenshots to the developers for adaptation of service codes.

Inversiones Nespabe

Junior Advertising Advisor

febrero de 2011 - noviembre de 2013 (2 años 10 meses)

Caracas, Venezuela

- Development of the company's product catalog for sales.
- Corporate identity management (logo, invoices, labels, envelopes, business cards, ID cards, corporate image manual).
- Community manager (management of graphic material for social network management, publication, market research).

Belcorp

Sales Specialist II

diciembre de 2008 - diciembre de 2009 (1 año 1 mes)

Caracas, Venezuela

Advice on beauty products, make-up, accessories, perfumery.

Educación

Universidad Central de Venezuela

Gerencia en Redes Sociales, Publicidad · (2016 - 2016)

Instituto Universitario de Tecnología Venezuela

Publicidad · (2013 - 2016)

Universidad Central de Venezuela

Antropología · (2006)