

## Contact

[www.linkedin.com/in/franciscoschinelladelmarmol](https://www.linkedin.com/in/franciscoschinelladelmarmol)  
(LinkedIn)

[www.canva.com/design/DAFHgcMCBMg/7ooHn2pekZK6Hxm/view](https://www.canva.com/design/DAFHgcMCBMg/7ooHn2pekZK6Hxm/view) (Personal)

## Top Skills

Gestión de relaciones con clientes (CRM)

Estrategia mediática de pago

Chinese

## Languages

Italian (Full Professional)

Chinese (Limited Working)

Spanish (Native or Bilingual)

English (Native or Bilingual)

## Certifications

Marketing Foundations

HubSpot Revenue Operations Certified

Creación Estratégica de Marca

HSK 2 (Chinese Language Certificate)

Especialización en Comunicación Política

# Francisco Schinella del Mármol

Community Manager | CSM | Content Marketing  
Valencia, Valencian Community, Spain

## Summary

Versatile communications professional skilled in customer experience management with a strong focus on B2B.

My priority has been attracting new leads and taking care of regular clients in order to keep building a strong and long lasting relationship.

Proven in crafting online communication strategies by developing data automatization workflows since 2019 for NGOs, the Retail Industry and Creative Agencies.

I'm aware that sharing a message not only requires creativity, but also keeping myself updated with technologies and methodologies. That's the reason why I'm working on google apps scripts and python projects to automate work.

Therefore, I always challenge myself by seeking responsibilities that requires forward-thinking resolutions to implement cost-effective strategies and communication campaigns.

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## Experience

Freelancer.com

Community Manager

March 2024 - Present (6 months)

Valencia/València, Comunidad Valenciana / Comunitat Valenciana, España

- Enhanced the marketing & communication strategy stages for the real state and investment portfolio manager CREAR Inmobiliaria.
- Set one month worth of graphic and copywriting templates suited to Instagram, the landing page and the Brevo's newsletter.
- Established weekly KPIs reports showing performance metrics, potential creative direction briefings and seasonal mood boards.

## Latam Connect

### Data Analyst

December 2023 - February 2024 (3 months)

Valencia/València, Comunidad Valenciana / Comunitat Valenciana, España

- Programmed a large scale web scraping & data cleansing workflow ecosystem as a strategy to approach potential Latin American clients.
- Submitted on-demand decision makers & market research reports & visual presentations to help the clients' sales strategies.
- Proposed monthly LinkedIn content plans by implementing AI automatization tools.

## FINDEL Arg

### Social Media Coordinator

May 2023 - December 2023 (8 months)

- Drove 35% annual community growth after launching 139 conferences on Youtube attended by 500-1000 EMEA participants each.
- Conducted daily active listening & public policy research on behalf of selecting the EMEA key speakers with their webinar script.
- Automated the content and lead generator pipeline as well as the survey platform benefiting the employees' time management.

## Éclat Media

### Social Media Coordinator

July 2022 - December 2022 (6 months)

Madrid, Comunidad de Madrid, España

- Developed 3 communication plans that cater to middle-size companies focused on the Premium Spanish leisure market by leading three interns.
- Performed monthly trend curations and brand positioning taking after market research insights on behalf of improving engagement and retention.
- Crafted 250-500 copywriting and graphic projects as a step to run 5 paid media campaigns suited for Instagram, Tiktok and email marketing.

## Grupo SkinFree

### Marketing Coordinator

August 2019 - June 2022 (2 years 11 months)

Buenos Aires & surroundings

- Hosted Pigmento's key event (La Rural 2019 & 2022) to promote Coony, Konjac & Bek cosmetic products.
- Maximized seasonal ad campaign and influencer marketing strategies (celebrities and dermatologists present on social media) to increase sales.

- Initiated the drafting and monitored Natura's Corporate Action Plan, the CSR policies and its eco-friendly branding.
- Resolved daily B2C & B2B client purchase and quality inquiries on behalf of supporting the customer success team.

### Centro de Desarrollo Territorial UNQ

#### Public Affairs Analyst

February 2021 - April 2022 (1 year 3 months)

Quilmes, Provincia de Buenos Aires, Argentina

- International project "Sistema Iberoamericano de Medición de la Autonomía Municipal";
- International project "Sistemas Municipales Comparados en América Latina";
- National project "Capacidades Estatales en una Agenda Municipal Post Pandemia (PISAC-COVID)".
- Monitoring of local government's public policies from Argentina and Iberoamerica as well as interviewing academics and politicians for the final academic or consulting paper resolution.

### FINDEL Argentina

#### Executive Assistant

March 2020 - April 2022 (2 years 2 months)

Ciudad Autónoma de Buenos Aires

- Scheduled the President's daily institutional agenda and press releases reserved for political and academic meetings on an Iberoamerican scale.
- Provided assistance in political consulting for Argentinian & Chilean local governments focusing on SDG and electoral campaigns.
- Interviewed and analysed data in 5 academic papers which also included its translation into short form social media content.

### Universidad Nacional de Avellaneda

#### Academic Assistant

March 2021 - May 2021 (3 months)

Avellaneda, Buenos Aires Province, Argentina

- Project "Gobernanza Local en Municipios argentinos: Capacidades, Actores y Políticas Públicas para el Desarrollo. Análisis Comparado de Casos":
- Processing data bases built with first hand and existing information with the purpose of analyse Buenos Aires' local public policies and contribute to the CONICET library.

### Control Clim S.A.

## Sales Associate

January 2018 - January 2020 (2 years 1 month)

Buenos Aires

- Directed supplier negotiations with USA & Brazil regarding Carrier's air conditioning.
- Offered B2C & B2B customer service specializing on the industrial, hospitality, and housing sectors in Buenos Aires.
- Kept record of internal and external balance of payment.

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## Education

ThePower Business School

Bootcamp, Data Analysis · (May 2023 - May 2024)

Universidad Complutense de Madrid

Master's degree, Fashion Marketing and Communication · (July 2021 - May 2022)

Universidad de Buenos Aires

Bachelor's degree, Political Science · (April 2016 - December 2020)