



Dahiana Gutierrez

International Business Professional | Marketing Manager |
PR Expert | Senior Designer | Google Ads

ABOUT ME

Experienced digital marketing leader with +7 years in developing and executing B2B marketing strategies. Known for maximizing digital engagement, enhancing brand visibility, and delivering measurable business outcomes across diverse industries.

- SKILL**
- SEO Senior
 - Digital Marketing
 - Marketing Senior
 - PR Expert
 - Hubspot and CRM Pro
 - SSM Manager
 - B2B Advisor

LANGUAGES

SPANISH
Native C2

ENGLISH
High level C1

CONTACT



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Medellin, Colombia



<https://www.linkedin.com/in/dahiana-gutierrez-expert/>

WORK EXPERIENCE

Marketing Manager

Groom | June 2024- November 2024
Argentina / Remote

As a Marketing Manager, I lead a team of 6 to 8 people and focus on running B2B campaigns for our client portfolio. This includes optimizing online presence, managing service catalogs, handling paid ads, and running LinkedIn campaigns using Sales Navigator. Together, we work to achieve our goals and drive results.

Skill:

- B2 Marketing
- Digital Marketing Optimization
- Social media presence optimization
- Marketing Tools Management
- Campaign performance tracking

PR Expert and Marketing Senior

Eventflare | September 2023 - May 2024
Belgica and Colombia

Responsible for crafting compelling narratives, developing media relations, Blog posts, marketing strategy and managing our public presence across various platforms.

Skills:

- PR Manager, CRM, Hubspot, Trello, asana
- Editor WordPress, strapi,
- Seo and backlinks Expert
- Blog Post, SEO senior, Ahrefs, chat GPT, Google search
- Freelancer in Marketo

SSM Manager and Marketing Manager

Waywestdesign | March 2023 - Sep 2023
Leeds, UK

As an SSM Manager and Marketing Manager, I lead their social media strategy while ensuring our website is visually appealing and user-friendly. My duties include creating engaging content, managing social media accounts, and analyzing performance metrics to drive engagement. Additionally, I design and maintain our website, ensuring a seamless and captivating user experience.

Skill:

- Google Ads
- WordPress
- Hubspot
- Asana
- Adobe
- SEO and PR expert
- Blog Post

PROFESSIONAL AWARDS

- Ahrefs Seo Expert. June 2023
- Work and Help/ Excelencia Latina 2018
- Administration in management of airlines and travel agencies July 2016.
- avianca / airport operator. September 2014 - October 2017.

EXPERIENCE

- Web page design.
- Management of social networks.
- Content creation.
- Marketing strategy for company
- Virtual assistant
- PR expert
- Google adds
- Seo advisor
- International Business Professional
- CRM tools
- Blog post
- AI Tools

Customer Success Manager - Latin america

Teliportme SARL | July 2022 - January 2023
Colombia and Remote

As a Virtual Assistant and Manager, I provide comprehensive administrative support and oversee daily operations to ensure efficiency and productivity. My responsibilities include managing schedules, coordinating meetings, handling correspondence, and conducting research. Additionally, I assist with project management, oversee team communication, and implement systems to streamline workflows.

Skill:

- Development of business opportunities
- Virtual tour edition
- Digital photography
- Blogging, CRM, SEO
- Web content writing

Sales Associate - Remote

Vive Health | March 2021- May 2022
Colombia

As a Sales Associate, I drive sales growth by identifying and nurturing customer relationships from a distance. My responsibilities include prospecting and qualifying leads, conducting virtual sales presentations, and closing deals to meet or exceed sales targets.

Skill:

- Sales Strategy Developer
- Contact with potential customers
- B2B programmes
- Apollo pro
- Sales Navigator

Project Management It

Teleperformance | December 2020- March 2021
Colombia

As a Project Manager in IT, I oversee the planning, execution, and completion of technology projects to ensure they are delivered on time, within scope, and on budget. My responsibilities include defining project objectives, coordinating with cross-functional teams, managing resources, and mitigating risks.

Skill:

- Sales Strategy Developer
- Contact with potential customers
- B2B programmes

EDUCATION

UNIVERSIDAD NACIONAL / International Business

February 2023 - March 2024

UNIVERSIDAD EAN / Google Adds and AI Tools

December 2023 - March 2023.

UNIVERSIDAD EAN / Marketing analyst

August 2016 - February 2018/Bogota.

LANGUAGE CENTRE / Intensive english.

August 2015- October 2018/Bogota, Medellin

ESCUELA AERONAUTICA DE COLOMBIA / Administration in management of airlines and travel agencies.

June 2013 - July 2016/Bogota.