



BLANCA BASTIDA

DIRECTOR OF MARKETING

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PERSONAL PROFILE

Assertive team leader whom constantly looks to improve work-line efficiency and motivate through knowledge transfer.

LANGUAGES

- Spanish (Native Speaker)
- English (Very fluent)
- French (Basic knowledge)

SOFTWARE & CMS

- Sprout
- Wordpress
- Google Analytics
- Googles Ads
- GTM
- GSuite
- Hubspot
- ...and many more

EDUCATION

- Master in Communication and Advertising Strategy by ESIC Business & Marketing School. 2012 - 2013
- Postgraduate in Retail Commerce by ITESM. 2008-2009
- Bachelor un Marketing by ITESM. 2002-2007 (Distinction for outstanding performance).

SKILLS

- Direction of Sales and Marketing Teams
- Strategic Management of CMS Content
- Email Marketing Strategies
- Marketing Funnels programmer
- Brand Management
- Social Media and Digital Advertising
- Content Marketing and SEO strategies

WORK EXPERIENCE

Umutu Marketing. Founder and CMO

October 2020 - Present.

Team leader at Umutu Marketing, a digital agency that offers specialized services aimed at increasing ROI through accurate result tracking and measurement.

Del Mar, A Hatfield Company. Marketing Director

Nov 2019 - Oct 2020

In charge of planning and implementing marketing and communication strategies for Del Mar Companies, as well as overall branding and image.

Questro Resorts. Digital Marketing Manager

Feb 2017 - Nov 2019

In charge of planning, developing and executing the Marketing Plan of the Corporation Hotels, Casa Dorada & Casa del Mar.

- Digital Content & Advertising Creator
- Website Creation and Maintenance
- Social Media Management
- Newsletter and E-Mailing Strategies
- SEO and SEM Audits
- Advertising Campaigns
- Press Releases

OTHER COURSES AND CERTIFICATIONS

- Google Analytics
- Google Datastudio
- Google Tag Manager
- Non-verbal language for leaders
- Content Marketing: Blogs
- Facebook Blueprint:
 - Measure, optimize and create audiences for campaigns with the Facebook pixel.
 - Purchase scope and frequency on Facebook
 - Edit and manage Facebook ads
 - Public network: expand the reach of Facebook campaigns
 - Comercial Administrator

Cabo Marketplace Magazine. Marketing Director

2016 - 2017

In charge of Market Share in Los Cabos Area

- Online marketing
- Commercial trades
- Business Plan

Universidad Mundial, Marketing and Ethics Professor

2015 - 2016

Teaching to Masters and Bachelors Degrees

Master level:

- Professional Ethics and Leadership

Bachelor level:

- Marketing Foundations
- Digital Advertising
- Consumer Behavior
- Advanced Marketing

Coldwell Banker Riveras. Real Estate Advisor

Dec 2014 - Nov 2016

Real Estate Advisor for Los Cabos Area at Coldwell Banker Riveras

- Sales Strategies
- Market Insights
- Marketing Strategies for Luxury Real Estate

Grupo Planeta.

Social Media Manager & Product Management Support.

Aug 2012 - Aug 2013

In charge of managing Social Media Channels of the learning Division in Grupo Planeta, Deusto Formación.

- Content Management
- Copywriter
- Ads Design
- KPI Analysis
- Benchmarking
- Customer Relationship Management.
- Sales Data Analysis
- Creation of educative plans for e-learning.

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For more information about my professional background please visit my website: www.blancabastida.com