



# CRISTINA RODRIGUEZ JORDAN

I'm the go-to person for getting things done. With a background in marketing, operations, social media, and analytics, my goal is to elevate the company's results. My approach? Streamlining processes, fostering innovation, and delivering results, from inception to completion.



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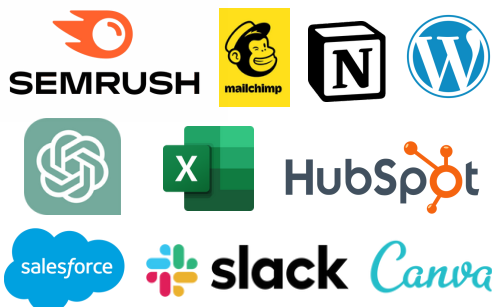


[LINKEDIN PROFILE](#)

## SKILLS

Problem-solving, Time Management, Creative, Communication, Proactive, Assertive, Negotiation, Automation

## TOOLS



## LANGUAGES

Spanish: Native  
English: Professional  
French: Conversational  
Dutch: Conversational



## PROFESSIONAL EXPERIENCE

### Outvise - Marketing Specialist

June 2024 - Currently (Remote)

- ✓ Analyzed marketing data from HubSpot, creating **actionable reports** that improved decision-making and led to a 10% increase in campaign performance.
- ✓ Grew social media followers by 20% and **increased** newsletter open rates by **10%** by **developing creative**, engaging content tailored to audience interests.
- ✓ Cleaned and segmented data in HubSpot, resulting in more targeted social media campaigns, **increasing click-through rates by 15%**.

### Leon King Associates - Marketing Specialist

January 2024 - August 2024 (Remote)

- ✓ Boosted audience by 25% by executing **targeted marketing campaigns** on digital platforms, including social media and email marketing.
- ✓ Implemented and **optimized HubSpot workflows**, increasing lead conversion by 25% through tailored CRM automation strategies.

### Freelance - Social media manager

January 2023 - Currently (Remote)

- ✓ Executed social media strategies for brand campaigns, boosting engagement by 25% over six months by aligning **creative concepts** with overall channel goals.
- ✓ Managed a team of freelance copywriters and video editors, delivering 15+ high-performing campaigns annually through collaboration and coordination.
- ✓ Monitored **social media trends** and integrated them into campaigns.

## VOLUNTEERING

AFS - Incoming student advisor  
2023 - Now

## EDUCATION

Bachelor's Degree in Finance and Accounting  
University of Zaragoza