

Sara Rovira

Marketing Professional

TAMARINDO, COSTA RICA

About me

Hello! I'm a marketing and communications professional with 9 years of multidisciplinary experience in tourism, agencies and events.

For the last 6 years I have been a freelancer and collaborated as a Project Manager for digital agencies.

I am experienced building relationships with clients working both in teams and independently.

Work history

2013-2019 Marketing Freelancer.

I have been building my own customer portfolio in sectors such as beauty, fashion, architecture, tourism and real estate. My duty has been helping small and medium businesses improve their corporate image, technology infrastructure and customer relationship. I accomplished my commitment using market research, graphic design, website and online communications. I have experience creating Google Adwords campaigns, Social Media campaigns and measuring website analytics.

2014-2018 Digital Agencies. Jirada and AlterEgo web.

Consultant and Project Manager for agencies based in Barcelona and Girona. I managed media campaigns, creative actions and website development for hotels, consumer goods and Apps. I was the Project Manager of an online campaign for a luxury hotel in Times Square, New York: concept, strategy, creativity, landing page, social media, video and media plan.

2011-2012 Junior Consultant. eMascaró.

Collaborated in the audit and strategy of online projects such as Mandarin Oriental Barcelona. I worked doing market research, social media strategy and uploading content for Fuerte Hoteles. I was responsible of the monthly web analytics reports of Majestic Hotel Group, Hoteles Hotansa, Alexandre Hotels, Fuerte Hoteles, Confortel, Golden Hotels, Hoteles HLG, Hoteles VP and Único Hotels.

Education

2011–2012, Postgraduate in Communications Direction

ESIC Barcelona

2007–2012, Bachelor's degree in Business Administration

Universitat Internacional de Catalunya



CONTACT DETAILS

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SKILLS

- Communication,
- Creativity,
- Research and Analytical,
- Problem-Solving.

TOOLS

- Wordpress,
- Woocommerce,
- Shopify,
- Checkfront,
- Google Tools,
- Social Networks,
- Windows Office,
- Photoshop,
- Illustrator,
- Photography.

LANGUAGES

- Spanish— native
- Catalan— native
- English— advance

