

# BEGOÑA AMORÓS FLOR

DIGITAL PROJECT MANAGER, CONSULTANT & PPC ACCOUNT MANAGER

## ABOUT ME

Since 2009, I have been involved in the **initiation, planning and executing** of ecommerce and web projects, making it possible for my clients to have a digital presence **tailored to their businesses**. I learn everyday from **dealing with the different teams and people involved**, and this is translated as **goals achieved** for my clients.

## SKILLS

- Project planning and execution
- Project ownership
- Cross-functional work and coordination
- KPIs definition and supervision
- Budget and risks control
- Tasks prioritization
- Digital Marketing roadmap definition.
- Project manager, CMS and reporting tools
- Digital Marketing: SEO, Google Partner and Facebook Ads Manager and audits.

## PROFESSIONAL EXPERIENCE

- 2012 2023**     **Freelance Digital Project Manager and Ecommerce Consultant**
- Digital business analysis, requirements and project definition.
  - Budget estimation and supervision of external procurement (hosting, CMS, graphics assets)
  - Milestones and tasks planning, coordination and prioritization
  - Completion of each milestone with the assigned team, providing the required information and maintaining fluid communication with the client.
  - Ensure that the different deliverables that are presented to the client meet the requirements, care and detail established
- 2012 2022**     **Freelance Digital Marketing Manager (SEO, Google Ads y Facebook Ads.)**
- Defining and implementation of my clients brand awareness and acquisition strategy on Digital Marketing channels (SEO, Search, Display, Paid Social, Video Ads).
  - Managing and set up of PPC accounts in Google and Facebook Ads.
  - Auditing Paid and Social media campaigns and conversion tracking.
  - SEO Audits and Google Analytics Reporting.
  - SEO and Social Media content planning and implementation
- 2009 2012**     **SEO SEM Consultant at humanlevel**
- Monitoring the main SEO indicators to increase search engine traffic.
  - Monthly reporting of web analysis and SEO audit reports with suggestions for traffic growth.
  - Work with other departments in order to successfully implement the suggestions.
  - Responsible for Google Ads.campaigns, and direct reporting to customers.

## ACADEMIC STUDIES

Professional Scrum Master Certified, Scrum.org, 2023  
Google Project Management Professional Certificate, Coursera, 2022  
Google Partner 2011-2022  
Agile Management, Edem Business School Valencia, 2021  
Digital Business Certificate, Fundesem Business School Alicante, 2008  
International Commerce, Universidad Politécnica de Madrid, 2001  
Bachelor in English Studies, Alicante University, Alicante, 1997