

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 their digital assets **tailored to their business objectives**.

I learn everyday from **dealing with the different teams and people involved**, and this is translated as **quality results** for my clients.

SKILLS

- Digital Marketing roadmap definition
- Digital Projects planning and execution
- KPIs definition and supervision
- Budget and risks control
- Tasks prioritization.
- Client meetings and communication.
- Cross-functional work and teams coordination.
- Project management and reporting tools knowledge
- Google Ads. Certified 2023, Meta Ads and SEO Expert.
- Paid Media Consultant and Account Audits.

PROFESSIONAL EXPERIENCE

2022-2023 Digital Project Manager at Paidstrategy

- Digital marketing campaigns roadmap creation, management, launching and reporting.
- Internal processes establishment, project management tools usage and tasks planning.
- Internal & External work team scheduling, coordination and meetings.
- Customer meetings, reporting and coordination.

2012-2023 Freelance Digital Project Manager and Ecommerce Consultant

- Digital business analysis, requirements collecting and project plan definition.
- Estimation and supervision on project budget, risks and resources.
- People scheduling, project tasks prioritization and coordination.
- Client meetings, communication and reporting.
- Main KPIs review and scope control.

2012-2022 Freelance Digital Marketing Manager (SEO, Google Ads y Facebook Ads.)

- Paid Media planning and execution for sales, lead generation and brand awareness results.
- Google Partner since 2012, Google Ads Certified specialized on Search, Display, and reporting.
- Meta Ads Expert.
- Paid Media Accounts Audits and optimization.
- Paid tools tracking supervision and Google Tag Manager usage.
- 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

