

BEGOÑA AMORÓS FLOR

DIGITAL PROJECT MANAGER, SEO AND PAID MEDIA 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

- Project planning, KPIs definition and success tracking
- Cross-functional teams coordination
- Project Tools management and tasks prioritization
- Digital Marketing budget and risks control
- Remote team and stakeholders communications
- Paid Media Consultant and Account Audits
- Google Ads. Certified 2024, Meta Ads
- On Page SEO Expert

DIGITAL MARKETING PROFESSIONAL EXPERIENCE

2019 2024 Project Manager for Digital Marketing Agencies

- Digital marketing campaigns scoping, team managing, launching and reporting.
- Internal workflows and processes creation and tracking.
- Ensuring quality deliverables by collaboratively engaging cross-discipline teams.
- Internal & External work team scheduling, coordination and meetings.

2012 2024 Digital Marketing Manager (SEO, Google Ads y Facebook Ads.) Freelance

- Paid Media campaign planning, setting-up, management and reporting
- Delivering success for online sales, lead generation and brand awareness results.
- Google Partner since 2012, Google Ads Certified specialized on Search, Display, and reporting.
- Meta Ads Expert and auditor.
- Paid Media Accounts Audits, tracking tools implementation and accounts optimization reports.
- SEO Audits and Google Analytics Reporting.
- SEO and Social Media content planning, management, analyzing and reporting

2012 2024 Digital Project Manager and Ecommerce Consultant Freelance

- Digital business analysis, requirements collecting and project plan definition.
- Procurement, contract and supervision on project resources, budget and risks.
- People scheduling, project tasks prioritization and cross-functional coordination.
- Client and one-to-one meetings, ensuring fluent communication and reporting.
- Main KPIs review and scope control.

2009 2012 SEO SEM Consultant at humanlevel.com

- 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

Trello Fundamentals, 2024

Professional Scrum Master Certified, Scrum.org, 2023

Google Project Management Professional Certificate, Coursera, 2022

Google Partner 2011-2024

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

