

# BEGOÑA AMORÓS FLOR

DIGITAL PROJECT MANAGER, PAID MEDIA AND CONTENT 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

- Google Ads. Certified 2024, Meta Ads Expert
- Campaign planning, set up and optimization
- Tracking coding and Google Tag Manager use
- Google Analytics and data reporting
- Search Console and Looker Studio Reports
- On Page SEO, Search Console and Content Strategies
- Cross-funtional remote teams coordination
- Digital Marketing Workflows set up
- Monday.com, Trello, Notion, Slack, Google Workspace

## DIGITAL MARKETING PROFESSIONAL EXPERIENCE

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

- Paid Media and Content Campaigns planning, setting up, optimization and reporting.
- Delivering online sales, offline leads and brand awareness results for Health and Start-up ciients.
- Google Partner Certified and Meta Ads Expert.
- Paid Media Accounts audits and optimization reports.
- Paid Media tracking tools implementation.
- SEO Onpage and Content audits and Google Analytics reporting.

### 2019 2024 Project Manager for Digital Marketing Agencies

- Digital marketing campaigns roadmap scoping, 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.
- Stakeholders meetings, reporting and communications.

### 2012 2024 Digital Project Manager and Ecommerce Consultant

- Digital business analysis, project requirements collection and roadmap definition.
- Ecommerce and Wordpress corporate projects for health and fashion industries.
- Scoping, tracking and controlling project budget, risks and resources.
- Cross-functional teams coordination, project tasks prioritization and leadership.
- One-to-one client meetings, proactive communications and results reporting.

### 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

