



PAOLA HERRING

PROFESSIONAL EXPERIENCE

INDEPENDENT

Implementation of marketing strategies. market studies, brand image creation, business social media, social media optimization, customer acquisition. 2018 - Currently

PATRIOTS USA AND LIL SCEPEE

Branding and social media strategy and management, logo creation, e-commerce, payroll and job accounting
Project time February 2023- September 2023

HISPANOAMERICANO COLLEGE

In charge of the marketing department (promotion and dissemination). January 2022- February 2023

ONLINE OPTIMIZATION MARKETING AGENCY

Account executive, community manager, social media optimization, social reporting, copy writer, market research and graphic design. June 2020-november 2021

CREATECA MARKETING AGENCY

Account executive, community manager, copy writer and graphic design. January 2018- september 2019

NOBLEMAQ FORKLIFT COMPANY

In charge of the marketing department. E-commerce, social media and sales
February 2017 - January 2018

DIGITAL MARKETER SPECIALIST, STRATEGIST, E.COMMERCE AND GRAPHIC DESIGNER

I can identify and provide opportunities and the needs of clients to find effective and creative strategies and solutions. I am committed to providing a high quality service that guarantees a positive experience for the company and for the client.

7 years of experience



EDUCATION

Zhejiang Gongshang University.
Hangzhou, China

MBA focus on Cross-border E-commerce

2019 – 2022

De La Salle del Bajío University.
Leon, Gto. Mexico

Bachelor of Strategic Marketing

2014 - 2018

- Graduated with honors for academic excellence



CONTACT INFORMATION

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Date of birth: 17.09.1995

ADDITIONAL TRAINING

- Illustrator Course
- Photoshop course
- Product distribution and logistics.
- Marketing for e-business and project investment.
- CONTACTO (conferences and seminars in digital marketing)
- Social networks
- Alibaba GET program
- Salesforce program (CRM, Data base)
- Email marketing
- Strategies and product development
- Investment project analysis

LANGUAGES

- Spanish: Native
- English: Advanced
- Chinese: Intermediate
- French: Basic