

TERESA SÁENZ DE SANTA MARÍA VERDUGO

E-mail: t.saenzdesantamaria@gmail.com

Phone number: +34-649-546-076

Nationality: Spain / USA



ESIC BUSINESS & MARKETING SCHOOL

Dual degree: bachelor in Advertising & Public Relations + Degree in Marketing (2012-2017)



English: bilingual

- Marketing degree (5th year college)
- St. Helena High School Junior year (USA) 2009/ 2010

Spanish: native



January 2019-current position: Bodegas R. López de Heredia Viña Tondonia - PR

- Organization and attention of visits and guided tastings to the winery in English and Spanish and Customer Support, focused on customer satisfaction and branding.
- Providing assistance on organization and execution of events like private tastings, Organizing schedules, sales strategy and increasing sales revenue.
- Translation and update of tasting notes and web.
- Maintenance of contact databases and mailing lists with updates.
- In-house training of social media and proposal of objectives and strategy for Instagram and Facebook.

2017-2018: presscode - JR account executive

- Press relations: databases, tracking for calls and press releases.
- Draft and design different type of PR content: corporate blogs, media announcements and newsletters. Edit and proofread press releases, videos and presentations.
- Build and maintain long-term relations with clients, media, influencers and vendors.
- Manage calendars and content planning (editorial, press conferences, events etc.) to coordinate with different departments
- Community management: immediate and through programming platforms.
 - Events coverage via twitter.
 - Engage with online community and respond to comments and requests.
 - Relay community feedback to relevant internal team

June-September 2017: SOLOiO - Communication & ecommerce

- Online store management: customer support, preparation of orders and restock of product on web.
- Management and updating of social networks. Creation of new visual content partnering with the design department.

2016-2017: INOCO - Marketing - Internship

- Creation and management of online engaging content for all platforms (blog pieces, articles, social media posts, newsletters).
- Execution of emailing campaigns and newsletters with different programs.
- Management and updating of databases and finding new clients.

2015-2016: COFIDES - Communication - Internship

- Monitoring, tracking and analysis of publications in media.
- Responsible for the press clip archive for periodical reports
- Social networks management and updating web content
- Internal and external corporative communication