

CAROL IGLESIAS

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EXPERIENCE

ECOLON- VIVAWELL

October 2020 - Present

Media Manager

Buenos Aires, Argentina

- Created and monitored social media campaigns across all company channels (Instagram, Facebook and LinkedIn).
- Worked with graphic design team to identify and create opportunities increasing conversions in a 20%.
- Developed ads to increase brand awareness and sales.
- Analyzed media engagement and produced tracking reports to senior management.

SUIT SUMMER

October 2021 - Present

Community Manager

Buenos Aires, Argentina

- Grew a fan base from 23k to 36k in 9 months.
- Managed all customer queries that came in through all social media platforms resolving 100% of issues.
- Developed and managed digital content increasing website traffic by 24 %.
- Researched, identified and established relationship with industry leaders and influencers on social media to produce campaigns.

SUKA TEXTILE

February 2020 - October 2020

Consultant and sales advisor

Buenos Aires, Argentina

- Increased monthly sales by 32% by successfully identifying potential clients and creating lasting relationships.
- Supported clients with business analysis, documentation and data which resulted in a up to 15% increase in revenue.
- Assisted in the development of new product lines by researching design, color and material trends.
- Collaborated with internal teams in developing strategies to meet organization's KPIs including customer acquisition, media engagement and traction.

FREELANCE

February 2018 - January 2020

Content Creator and Fashion Stylist

Buenos Aires, Argentina

- Increased visitors' engagement and website traffic by 28% by reorganizing and rephrasing content to better display products and services.
- Created looks for 15 advertising campaigns raising awareness of current trends within fashion industry for different platforms including Instagram, Facebook, Magazines and Tik-tok.
- Managed teams of up to 5 stylists to create and execute photo shoots for clients, including styling, casting and location scouting.
- Created looks based on morphology and colorimetry.
- Created 50+ mood boards and visual presentations based on client briefs to effectively communicate the client's aesthetics and tone.

EDUCATION

UNIVERSIDAD ARGENTINA DE LA EMPRESA

2016-2019 Buenos Aires, Argentina

Bachelor's Degree in design and management of fashion industry.

UNIVERSIDAD DE PALERMO

2014- 2016 Buenos Aires, Argentina

Fashion Production

SKILLS AND CERTIFICATIONS

- Bilingual (Spanish and English)
- Certificate in Digital Marketing Fundamentals
- Certificate in e-commerce
- Microsoft Office