

Lorena Flores Agüero

Contact lorena.flag@gmail.com | [+48572121862](tel:+48572121862) | lorenaflag.com | LinkedIn: [@lorenaflag](https://www.linkedin.com/in/lorenaflag) | Italian-Peruvian

Overview I am a professional with more than 10 years of experience in Digital Marketing. I have a positive attitude with a work-style that prioritizes efficiency, reliability, teamwork, organization, and interpersonal communication. Ability to understand, adopt, and adapt to new digital marketing technologies. Willing to meet and exceed the challenges imposed by fast-paced timelines. Currently working toward a Master's Degree in Visual Anthropology, with emphasis on Digital Anthropology.

Work history

Consumer Services Representative

Newell Brands (Poznań, Poland)

May 4, 2022 - today

- Help consumers in LATAM through different communication channels: telephone, email, social media and chat.

Community Builder

Cookpad (UK) (Closed operations in Peru in december 2021)

Oct 15, 2021 - Dec 31, 2021

- Producing and posting original culinary recipes to the Web/Apps.
- Building/managing a community of weekly active recipe authors in Peru.
- Monitoring and maintaining the quality of posted recipes.
- Retaining recipe authors and managing Peru community through Web/Apps, email, any kind of messenger, newsletter, meetings, events, activities, etc.

Head of Communications and Digital Media Peru Pavilion - Expo 2020 Dubai

Commission for the Promotion of Peru for Exports and Tourism - PROMPERU

May 17, 2021 - Sept. 16, 2021

- Coordinate, supervise, evaluate and follow up on the implementation of the communications and digital marketing strategy of Peru's participation in Expo 2020 Dubai.
- Promote Peruvian export products; promote foreign investment; increase the flow of tourists; and contribute to the positioning of the Peru Brand at an international level.

Specialist in Internal Communication and Social Media Management

National Council of Science, Technology and Technological Innovation - CONCYTEC (Peru)

Feb 2, 2018 - Dic. 15, 2020

- Managed the social media accounts of the organization: PROCIENCIA
- Wrote and edited content for the website (CMS and code)
- Prepared and implemented mailing campaigns
- Designed and edited video content
- Hosted live streamings of events and interviews: CONCYTEC & PROCIENCIA
- Prepared and implemented content for intranet and internal campaigns
- Helped organize internal events and manage communications

Facebook Ads Expert (Part time)

Get Some Magic (Germany/Cyprus)

Oct 1, 2017 - Jul 30, 2018

- Managed the social media accounts of clients
- Optimized Facebook Ads
- Designed and edited video content
- Supervised online paid advertisements
- Worked online from Peru

Digital Outreach Coordinator for Mongabay LATAM

Mongabay.com (USA)

Jul 1, 2016 - Jun 30, 2017

- Managed the social media accounts of Latin America.
- Prepared and implemented mailing campaigns
- Designed and edited video content
- Identified SEO trends relevant to Latinamerican content

- Monitored Internet traffic using Google Analytics
- Supervised online paid advertisement.

Administrative Coordinator

San Ignacio de Loyola University (Peru)

Aug 1, 2013 - Jun 30, 2016

- Managed the social media accounts of the Department of Basic Education
- Managed administrative duties for virtual classes
- Designed and edited video content including voice-over recording
- Assisted with event organization

Social Media Manager

Strategic Web Media (Peru)

Feb 15, 2012 - Aug 2, 2013

- Managed social media accounts
- Supervised content editing and reports from start up: Urturn
- Designed social media presence
- Worked with Customer Relationship Management
- Worked online from Perú with offices in Switzerland and UK

Head of Communications and Marketing

Trabajando.com (Peru)

Mar 1, 2010 - Dec 31, 2011

- Managed the social media accounts of the organization
- Produced and edited social media and website content
- Prepared and implemented mailing campaigns
- Designed content layouts for social media
- Monitored Internet traffic using Google Analytics
- Coordinated merchandising and outdoor advertising

Qualifications

Master's Degree in Visual Anthropology (Student)

Pontifical Catholic University of Peru

Diploma in Strategic Digital Marketing (Oct - Dec 2020)

Diploma in Journalism and Multimedia Communications (Oct - Dic 2020)

Diploma in Public Relations and Corporate Communication (Oct - Dic 2019)

National Chamber of Commerce of Peru

Licentiate Degree in Communication (Completed in 2011)

University of Lima (Peru)

Diploma in Teaching Spanish as a Foreign Language (Completed in 2007)

University Ricardo Palma (Peru) and Cervantes Institute (Spain)

Bachelor's Degree in Communication (Completed in 2007)

University of Lima (Peru)

Languages

English: Advanced (TOEFL iBT: 98/120)

Spanish: Native language

Skills

- Competent with Adobe Creative Suite (Photoshop, Illustrator, Premiere)
- Competent Microsoft Office 365 user (Word, Excel, Powerpoint) and Google Drive.
- Able to use various web content management systems.
- Manage Social Networks for clients (Facebook, Twitter, Instagram, LinkedIn, Youtube, Tiktok, etc.)
- Competent use of Customer Relationship Management Systems: Zendesk.
- Manage Virtual Tools such as Hootsuite, Drive, Mailchimp and Slack.