



YLENIA PORRAS

INTERNATIONAL DIGITAL MARKETING & ONLINE MANAGER
SPECIALISED ON THE FIELD OF 2.0 EVENTS PRODUCTION

ABOUT ME

I have an outgoing and enterprising personality with a proactive approach. I like to take on professional challenges with the success as my main goal.

CONTACT

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📍 Barcelona (Spain)

EXPERIENCE

- August 2014 / Until now**
HEAD OF DIGITAL MARKETING & EVENT PRODUCER
 INTRACON
 - Leader of the MK department.
 - Managing all the International online communication of the company and MK campaigns for Hewlett Packard: Websites, SM, SEO & SEM strategies, online MK, native apps and 2.0 events.
- March 2012 / June 2012**
DIGITAL MK STRATEGIST
 RECREATIC
 - Responsible for the creation and the implementation of the Social Media plan.
 - Bloggers, SEO and SEM related actions.
 - Management and enhancement of Newin social networks.
- Sept. 2011 / March 2012**
MK MANAGER & CM SENIOR
 MUUBY
 - Leader of new SME business branch.
 - Dialogue with final clients and implementation of social media strategies.
 - CM Juniors team management and supervision.
- Feb. 2011 / July 2011**
COMMUNITY MANAGER JUNIOR
 INESDI
 - Management of the profiles on Twitter, LinkedIn and Blog.
 - Social Media methods designer and Social Media Optimization activities (SMO).
 - Organization and spreading of social events.
- April 2010 / Sept. 2010**
PRODUCTION ASSISTANT
 FOCUS
 - Management of Barcelona's pavilion in World Expo Shanghai 2010.
 - Organizing assistant on Catalunya's Day (Diada), 11th September 2010.

EDUCATION

- 2009**
DEGREE IN ADVERTISING AND PUBLIC RELATIONS
 UNIVERSITY OF BARCELONA
- 2010**
POSTGRADUATE DEGREE IN SHOW PRODUCTION AND EVENT MANAGEMENT
 UNIVERSITY OF BARCELONA
- 2011**
COMMUNITY MANAGER AND MARKETING ONLINE DEGREE
 INESDI

FREELANCE

- Oct. 2012 / Sept. 2014**
MARKETING ONLINE & SM MANAGER
 - Social Network and Online Communication Strategies creation and implementation.
 - Social Network and Online Communication Strategies management.
 - Events 2.0 production and execution.
 - Freelance team management.
 - Some important clients: Easypromos, UFEC, Razzmatazz, BCN Cultura, UOC, etc...
- SOCIAL NETWORK TEACHER**
 - Social Network Courses for companies or private clients: IEBS, Foxize, ERAM, etc...
 - Events 2.0 conferences and seminars.

ACHIEVEMENTS

- UFEC, EASYPROMOS & INTRACON.**
 - Company digitization: Social Media plan, website update (SEO and usability), reputation enhancement and digital influencers' campaigns.
- MI PERRO ES ÚNICO & HEWLETT PACKARD**
 - 200% increase of fans and followers in less than a month.
 - 50.000 views in a YouTube video in less than two months.
- ONG: QUISSOS.ORG, AMNESTY INTERNATIONAL, ARRENCAR A CORRER & ALZHEIMER CATALONIA.**
 - Improvement of their Social Media presence with personalized training. Support on some specific online actions.
- ENTREPRENEURS: MEAL MEETS & THE FRONT ROW.**
 - Co-founder of two projects (not active now). Meal Meets; a gastronomic collaborative platform and The Front Row; an agency for fashion bloggers.

SKILLS



Advanced Office Tools
Mac Operating System
Photoshop



Expert in Social Media
Events Management



European
Driving License (B).

Spanish

Mother Tongue.

English

Full Professional
Proficiency

Catalan

Mother Tongue.

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