



# PAULINA SALIDO A.

I am Paulina, Marketing and Communications Manager with over 4 years of experience leading teams.

I'm passionate about social marketing and impact communication; since 2020, I have been directing campaigns focused on ESG, the UN's 2030 Agenda, environmental initiatives, social causes, inclusion projects and more.

My purpose as a professional is to create and implement transcendent marketing and sales strategies that drive business growth, brand positioning and a positive impact on society, the planet, and people.

## SKILLS

- Creative direction and design
- Leadership of multifunctional teams
- Brand management
- Project development
- Digital marketing
- Copywriting
- B2B outbound strategies and sales
- Campaign management
- Multichannel content creation
- Web design and development direction

## SOFTWARE

- Illustrator
- Photoshop
- Canva
- Google Analytics
- Wordpress
- Apollo
- Dripify
- Mailchimp
- Monday.com
- Notion

## LANGUAGES

- Spanish Native ●●●●●
- English Advanced ●●●●●
- French Basic ●●●●●

## WORK EXPERIENCE

### Personalized Marketing and Communication Consultancy

**Instituto Salus**  
(May- August 2024)

Consultancy designed to analyze and enhance Salus' communication and marketing strategy, with the aim of reinforcing its position as a leader in nursing education. Through a detailed analysis of the current narrative of the career, social listening, and UX on the website, as well as benchmarking and interviews with stakeholders, opportunities were identified to optimize Salus' visibility, improve its interaction with potential students, and strengthen its reputation.

**Telha Studio**  
(June- September 2024)

Consultancy designed to transform and reposition Telha Studio through a comprehensive rebranding that encompasses everything from visual identity and communication style to digital marketing strategy and audience definition.

### PYMO Hub

**(2022-2024) - Marketing Manager:**

- Development of the global communication strategy.
- Management of a multifunctional team.
- Creation of outbound sales campaigns with a 96% increase in B2B lead generation.
- Coordination of multichannel campaigns.
- Management of new product launches and innovation.
- Design of a new website and increase in Google Search Console rating by 33%.
- Creation of an ESG-focused newsletter with an average open rate 12 percentage points above industry average.

**(2021-2022) - Brand & Communications Specialist:**

- Rebranding and communication's strategy update.
- Evaluation of campaigns and data analysis.
- Creative management of B2B strategies on social media.
- Hosting webinars with industry leaders in sustainability, gender equality, and social responsibility.
- Volunteer team retention rate of 80%.
- 205% increase in B2B community from our CRM database.

**(2020-2021) - Designer & Content Creator:**

- Design and creation of multichannel content.
- Community management.
- Development of social media campaigns (organic and paid).
- Creation of B2B and B2C email campaigns.
- Copywriting and content creation for blog.
- 47% growth in social media follower network.
- Generation of campaigns for a COVID hospital support project, raising + \$22,000,000 MXN.

### Freelance Brand Management

**(Currently) Bazar Arte Matilda:** Design of content for social media platforms, community management, marketing strategy development and photography/content creation at events. Increase of their social media audience by 38%.

**(2019-2021) a:escala & El Botón en tu Casa:** Rebranding and social media content design.

**(2022-2023) Telha:** Naming, visual identity development, and communication strategy.

## PROFESSIONAL EDUCATION

**(Currently Studying) - University of California:** Feminism and Social Justice Digital Course.

**(2017-2021) - Bachelor's Degree with Honors in Marketing and Advertising from CENTRO de Diseño, Cine y Televisión.**

**(2019) - ESIC Barcelona:** Academic Exchange Program.

**(2018) - ESMOD Paris, Summer Course:** Fashion Business.

**(2015) - Fashion Institute of Tecnology, Summer Course:** Fashion Merchandising & Fashion Magazines.

**(2013) - LIM College of NY, Summer Fashion Course:** Photography, Fashion Magazines, Fashion Show Production, and Celebrity Styling.

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