

Bárbara García Pascual

Digital Marketing

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Profile

Marketing professional with experience in digital marketing, online channel management and strategies focused on acquisition and conversion. Specialised in content, social media, email marketing and e-commerce platforms, combining results analysis with campaign optimisation and a better user experience.

Experience

Marketing & Customer Service Manager

2021 – 2025

Metafenix Capital SL · Retail sector

- End-to-end **marketing** lead: full **website** management (design, linking, SEO, SEM), **email marketing**, **Meta and Google Ads** campaigns, **community management** and graphic design.
- Sales management on **marketplaces** (Amazon, Carrefour, Zalando, La Redoute), meeting commercial targets and **sales KPIs**.
- Online **order administration**, **stock** control and seasonal collection **replenishment**.
- **Multichannel customer service** (phone, email, chat and social media), resolving queries, issues and complaints effectively.

Influence Management

2019 – 2020

Hawk X

- Management of brand–influencer **activations** and **collaborations**, coordinating timelines and expectations on both sides.
- Client **reports** analysing the metrics of each activation.
- Customer care and community management on **social media**, answering queries and handling issues.
- **Scouting and selecting content creators** aligned with the brand image.

Education

BA in Advertising and Public Relations

Universidad de Alicante · 2015 – 2019

Arts Baccalaureate

Escuela de Arte y Superior de Diseño de Orihuela · 2013 – 2015

Skills

SEO & SEM Meta & Google Ads Email marketing Community management Graphic design
Sales and loyalty techniques Teamwork

Tools

Photoshop · Illustrator · InDesign · Lightroom · PrestaShop · WordPress · WooCommerce · Mailchimp · Meta Business Suite · Hootsuite · Microsoft Office

Languages

Spanish — Native English — B2 Valencian — Advanced