

# MIRIAN FERNANDEZ

## Marketing Executive

### Content creation • Email Marketing • Social Media SEO • Campaign Support • Storytelling

Marketing Executive with 2+ years of experience delivering multi-channel marketing campaigns across content, SEO, email, content, and social media. Strong track record improving traffic, engagement, and brand visibility for B2B and B2C organisations. Skilled in campaign planning, analytics, content strategy, and project coordination. Brings a background in journalism and digital marketing, enabling clear communication, strong storytelling, and data-informed decision-making. Looking to contribute to a growth-focused marketing team where I can take ownership of strategy and execution.

### Relevant Experience

#### Marketing Executive (30h/week) - Jobago

London | Oct 2024 – Present

- Support end-to-end B2B marketing campaigns across blog content, SEO, website optimisation, email, and LinkedIn, **increasing web traffic by 19% and LinkedIn impressions by 11% MoM**.
- Lead production of visual content including infographics, reports, videos, newsletters, and campaign creatives, achieving **5 % engagement rate** and **8% CTR improvement**.
- Manage CMS updates, build landing pages, publish SEO-aligned blog content, and optimise site and structure.
- Coordinate project workflows, calendars, campaign timelines, and reporting dashboards.
- Analyse content and organic performance to inform monthly strategy recommendations.

#### Marketing Executive (Freelance) - Fiverr

Remote | Oct 2023 – Present

- Manage marketing projects for global B2B and B2C clients, delivering social content, email campaigns, ad copy, and branding
- Build automated email journeys using Mailchimp & HubSpot, achieving **31% open rate** and **4.6% CTR**.
- Support paid media campaigns through keyword research, targeting, and copywriting for Google Ads & Meta Ads.
- Conduct competitor analysis, audience profiling, content planning, and SWOT analysis to support strategic positioning.

#### Marketing Apprentice - High-Tech Project Management (HTPM)

Remote | Jul 2025 – Nov 2025

- Develop and execute B2B content strategy for a high-tech consultancy CEO, including articles, thought leadership, infographics, and e-books.
- Boosted company LinkedIn impressions by **900% overall** and **30% MoM** through strategic content scheduling, SEO-aligned copy, and analytics insights.

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### **Portfolio**

<https://mirianfdezv.wixsite.com/mirian-fernandez>

### Core Skills

- Campaign Planning & Execution
- Content Marketing & Copywriting
- Email Campaigns (Mailchimp, HubSpot)
- SEO Research & Website Optimisation
- PPC Support (Google Ads, Meta Ads)
- Marketing Analytics & Reporting
- Social Media Strategy & Scheduling
- Competitor & Market Research
- CRM & Automation Workflows
- Visual Content Creation (Canva, CapCut)
- Organisation, Proactivity, Communication, Teamwork

- Manage tone of voice, messaging consistency, and brand positioning. Translate complex engineering concepts into clear, high-value marketing content.

### **Marketing Assistant Volunteer (25h/week) - Ultra Education CIC**

*London | Sept 2024 – Dec 2024*

- Managed social media strategy across Facebook & Instagram, increasing reach by **118%** and followers by **114%** in 3 months.
- Produced short-form video content, graphic assets, and campaign creatives using Canva and CapCut.
- Built automated email sequences achieving **31% OR** and **4.6% conversions**.
- Supported events promotion, partnerships, and lead-generation initiatives.

### **Marketing & Sales Assistant - Odyssian Sales**

*London | Nov 2020 – May 2024*

- Created promotional materials and assisted with CRM updates and campaign reporting.
- Developed sales presentations and helped run outreach initiatives.
- Supported event coordination and content for investor and client-facing projects.

## **Education & Certifications**

**BA Hons: Advertising & Digital Marketing** – University of Greenwich, London, 2020

**Digital Marketing Specialist Apprenticeship** – The Light Bulb, London, 2023

**BA Hons: Journalism** – University of Santiago de Compostela, Spain, 2013

### **Certifications**

HubSpot Academy- Google Ads - Meta Ads Blueprint- Google Analytics4

Google Digital Garage- Digital Marketing Institute (DMI)

## **Additional experience**

### **Events Assistant – Host Staffing (2017–2020)**

Supported logistics, customer interaction, and promotional coordination at branded events, developing problem-solving and multitasking under tight timelines.

### **Journalist – El Iberico / TV Galicia (2012–2017)**

Wrote, edited, and published digital news and interviews. Built storytelling, research, and digital publishing skills foundational to current marketing content creation.

### **Restaurant Supervisor – Gordon Ramsay Group & Yo! Sushi (2013–2016)**

Led FOH teams, managed operations and scheduling, and developed leadership, customer service, and communication skills under pressure.

## **Key Projects and Achievements**

- **Social Media Growth Project**  
Increased engagement by **15%+** using improved scheduling, creative formats, and audience-led messaging.
- **Email Funnel Optimisation**  
Created automated email journeys achieving **31% open rate** and **4.6% conversions**, driven by segmentation, subject line testing, and stronger CTAs.
- **SEO-Led Content Strategy**  
Planned keyword-based blog strategies, optimised on-page SEO, and improved organic visibility and traffic.
- **Audience & Market Research**  
Delivered SWOT analysis, competitor insights, and segmentation strategies that informed campaign decisions.