

# Silvina Prado

## Online & Social Media Marketing

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## EDUCATION

**UNIVERSITY OF BUENOS AIRES (UBA)** – Economics

## SKILLS

Social Media  
Community Management  
Content Strategy  
Online Reputation  
Web Analytics  
SEO - SEO copywriting  
Social Media Training  
Blogger Relations

## ADDITIONAL TRAINING

Marketing and advertising for SMEs  
E-Business and E-Commerce  
Marketing and Sales Management  
Legal Obligations of E-Commerce  
Community Manager  
Hootsuite Certified Professional  
Hootsuite Ambassador to Spain  
ReviewPro Online Reputation Tool  
Web Analytics  
Bitcoin: the virtual coin  
Facebook Ads  
Google Tag Manager  
Creative Copy

## LANGUAGES

Spanish / English / Italian

## EMPLOYMENT

### HEAD OF SOCIAL MEDIA - ÁVORIS, REINVENTING TRAVEL

Madrid, España ▪ 2016 – CURRENT

- + Management of the Social Networks Department of Ávoris, travel division of the Barceló Group, for: B, the travel brand, Evelop, Orbest, PlanB, Catai, Iberojet (Spain and Portugal).
- + Consultancy and advice for the rest of the group's brands: Special Tours, BCD, BCO Congresos, Viaja Waÿ, LePlan.
- + Creation of the strategic plan of social networks according to objectives.
- + Influencers program.
- + Content creation.
- + Social Customer Service. Crisis management.
- + Monitoring and analysis: actions and competitors.
- + Budget control. Reports.
- + Search and selection of collaborating agencies and service providers.
- + Supervision and training of team members.

### CONSULTING AND TRAINING IN SOCIAL MEDIA

Madrid, Spain ▪ 2014 - CURRENT

- + Consulting: Strategy, platforms, content, audiences, monitoring, metrics, definition of KPIs, etc.
- + Training: Introduction to Social Media Marketing: Preparation of classes and briefings with practical cases. Use of Social Networks: Learn to use the main platforms from a personal and company perspective.
- + Mentoring.

### ONLINE and SOCIAL MEDIA MANAGER - AIR EUROPA, BE LIVE HOTELS, HALCONVIAJES.COM/VIAJES ECUADOR (GLOBALIA S.A.)

Madrid, Spain ▪ 2009 – 2014

#### Key responsibilities as Social Media Manager:

- + Design and implement Social Media strategies.
- + Design and implement Social Media campaigns for selected platforms to improve user engagement, increase number of brand followers on social platforms and create brand awareness.
- + Coordination In-house and external teams.
- + Creating digital content: blog and social media channels.
- + Monitoring trends in social media technologies and solutions.
- + Analyse the relative position of the company and its competitors.
- + Reporting.

As part of the Air Europa Crisis Committee: we outlined the Crisis Procedure (incidents or accidents) for the Social Media team within the protocol of the Department of Communication.

#### Key responsibilities as Online Manager:

- + Relationship with external agencies to coordinate the online marketing budget and the strategy for: SEM, Affiliate programs, SMO and SEO strategy, Web analytics KPIs, Email marketing, Display.
- + Manage integration of systems and APIs (Yahoo, Tripadvisor)
- + Manage budget control.
- + Search and selection of partner agencies and service providers.
- + Recruiting, training and supervising professional staff.