

NATASHA NELSON

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Marketing and Advertising

Professional with extensive experience in marketing, working for companies based in Colombia. I help the needs of internal and external customers, marketing and sales in the creation of plans, strategies and advertising campaigns.

LAST EMPLOYMENT HISTORY

Consultant in Marketing, Valencia CA

1/2014 - Present

For Colombian companies

FENALCO ANTIOQUIA, Medellín, Colombia

04/2008 - 10/2013

Marketing Manager

National Association of Businesses

- Plan, manage, implement and evaluate marketing plans
- Identify and develop markets, products and services for the association
- Build strategic alliances in business
- Support the sales process for products, services and events
- Accompany strategically 50 business sectors

BIEN RAIZ S.A., Medellín and Bogotá, Colombia

02/2007 - 04/2008

Marketing Director

Real estate and logistics projects management company

- Marketing plans for different services, housing projects and logistics (warehouses, supply centers, free zones)
- Organization of events and advertising campaigns

COATS CADENA S.A. - SATEXCO S.A. Medellín, Colombia

04/2004 – 03/2006

Junior Product Manager

Multinational Company produces and markets threads and yarns

- Create and track new products
- Design and implementation of industrial projects
- Definition of advertising campaigns
- Promotion of value added portfolio
- Build strategic alliances in business

EDUCATION

Specialization in Marketing Management - Escuela Superior de Mercadotecnia ESUMER (Medellín, Colombia)

Marketing - Escuela Colombiana de Mercadotecnia ESCOLME (Medellín, Colombia)

Sales Management – Servicio Nacional de Aprendizaje – SENA (Medellín, Colombia)

OTHER

Certified Development of Management Skills - Tecnológico de Monterrey (Medellín, Colombia)

Certified Innovation in Business – Universidad Eafit (Medellín, Colombia)

Intermediate General English – Malvern house (London, UK)

LANGUAGES: Bilingual, Intermediate English and Native Spanish