

# Andrea Saenz Peña

Marketing Manager - Digital Marketing Consultant  
Product Manager - Key Account Manager



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## PROFILE

Accomplished Marketing Professional with over 10 years of comprehensive experience in digital marketing, product management, and key account management across diverse industries including technology, FMCG, food and industrial sectors. Expert in devising digital strategies and leading market research to propel business growth. Proficient in developing scalable marketing solutions, optimizing digital marketplaces, and spearheading innovative projects for high-profile clients.

## EDUCATION

### Master's in Marketing Management and Commercial Management

ESIC Business & Marketing School,  
Barcelona, Feb 2019 - Feb 2020

### Master's in Sales and Marketing Management

Centrum Business School, Lima, Peru,  
May 2015 - May 2016

### Bachelor's Degree in Finance and Accounting

Universidad Tecnológica del Perú,  
Lima, Peru, Nov 2006 - May 2011

## PROFESSIONAL DEVELOPMENT

- Digital Product Manager, CoderHouse, 2022-2023
- Community Manager, 2022
- Key Account Manager, 2015
- Negotiation Techniques, 2013

## CORE COMPETENCIES

- Strategic Marketing Planning
- Digital Marketing and SEO
- Product Lifecycle Management
- Key Account Management
- Market Research and Analysis
- Supplier Relationship Management
- Event Planning and Coordination
- Cross-Functional Team Leadership
- Business Development and Sales Strategies
- Customer Engagement and Retention

## LANGUAGES

- Spanish (Native)
- English (Fluent, B2)
- Catalan (Basic)

## PROFESSIONAL EXPERIENCE

### Freelance Marketing Consultant

Self-Employed, [Upwork](#) — Feb 2024 - Present

- Develop and implement digital marketing strategies that significantly enhance online presence and customer engagement for various large-scale clients.
- Execute market analysis and strategic planning for tech startups, delivering tailored business plans and compelling pitch decks to attract venture capital.
- Enhance product visibility and sales on digital platforms through expert SEO practices and content optimization, managing product portfolios on Amazon and other major e-commerce platforms.
- Orchestrate international events, coordinating logistics and promotional activities to maximize brand exposure across Latin America and Europe.
- Source and negotiate with suppliers globally to meet client demands for innovative and cost-effective solutions.
- Lead cross-functional teams to drive the execution of projects, ensuring timely delivery and exceptional quality of work.

### Marketing & Sales Manager

VEnvirotech, Barcelona, Spain — Oct 2023 - Feb 2024

- Led the strategic development and execution of integrated marketing plans, achieving significant market penetration and brand development.
- Managed cross-functional teams in creating impactful digital content, leveraging social media platforms to increase engagement and foster brand loyalty.
- Coordinated major trade shows and fairs, enhancing brand visibility and forging substantial industry connections.
- Developed and maintained relationships with key stakeholders to ensure alignment with business objectives.

### Product Manager

FAE, Barcelona, Spain — Mar 2021 - Sep 2023

- Directed comprehensive market and competitor analysis to inform the development of new product families, significantly enhancing market share and profitability.
- Innovated supply chain strategies by negotiating with key suppliers, optimizing product availability and cost-efficiency.
- Managed the end-to-end lifecycle of over 4,000 product SKUs, overseeing stock levels and distribution strategies to maximize sales.
- Collaborated with marketing teams to create compelling advertising and promotional materials that strengthened brand identity.

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## PROFESSIONAL EXPERIENCE

### Product Manager

TIPSA — Oct 2019 - Jan 2021

- Led the creation and execution of marketing plans and budgets, focusing on benchmarking and competitive analysis to better position the company in the market.
- Designed and managed the launch of new company websites, significantly improving digital presence and customer engagement.
- Attended national and international fairs to network with potential suppliers and stay updated on industry trends.

### Product Category Manager

SUPERMERCADOS PLAZA VEA — Dec 2017 - Jun 2019

- Managed purchasing and sales strategies for the HOME category, achieving strong market alignment by following consumer trends and demands.
- Spearheaded the launch of new products and promotional campaigns, significantly increasing customer base and sales volumes.
- Developed private labels and managed brand portfolios, enhancing product diversity and market appeal.

### Key Account Manager

KOMFORT — Mar 2017 - Dec 2017

- Oversaw the distribution and sales strategies for the HOME product line, ensuring comprehensive market coverage and client satisfaction.
- Explored new business opportunities by expanding the product catalog and enhancing client relationships through effective negotiation and strategic planning.

### Key Account Manager

PRODUCTOS PARAISO PERU — Feb 2014 - Mar 2017

- Developed marketing and sales strategies for the HOME product range, tailoring promotional activities to maximize market penetration and sales.
- Managed client relationships, focusing on acquisition and retention by delivering exceptional service and understanding client needs.

## TECHNICAL PROFICIENCIES

- **Marketing Platforms:** Proficient with Google Analytics, SEMrush, Hootsuite, and HubSpot for marketing automation and analytics.
- **SEO Tools:** Skilled in using Ahrefs, Moz, and Google Search Console for keyword research, site audits, and performance tracking.
- **Content Management Systems (CMS):** Experienced in managing content across platforms like WordPress, elementor, and Drupal.
- **E-commerce Platforms:** Familiar with Amazon Seller Central, Shopify, and Miravia for marketplace management and optimization.
- **Project Management Software:** Competent in using Asana, Trello, and Microsoft Project for project tracking and team collaboration.
- **Design & Multimedia:** Basic knowledge of Adobe Photoshop, Canva and InDesign for creating marketing materials and digital content.