

MY

Marketing

PORTFOLIO

BY: ANDREA MASS

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introducing ABOUT ME

Throughout my life, I have had a great variety of interests and passions. I have been involved in different fields of study, all related to human nature, its psychology, needs, and forms of communication. Over time, I discovered that my true passion was technology, as it is the purest manifestation of these aspects that have always fascinated me.

In the field of technology, I have found a path where I can apply my knowledge and skills to improve the lives of people, including my own. Through my work, I have learned to identify and learn the needs and desires of end-users and to translate them into technological solutions.

My journey still continues, and I am excited to see where it will take me in the future. I hope to continue exploring my curiosity and expanding my experience.



Andrea Mass
Business Engineer

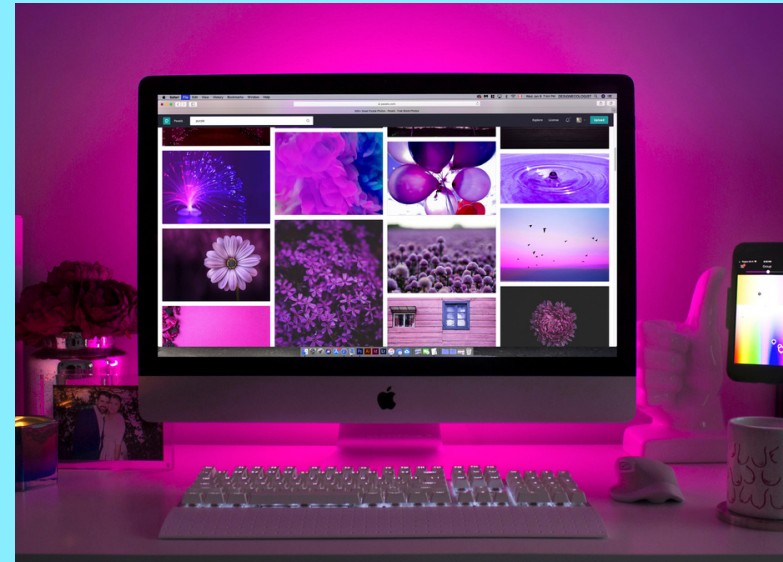
VISION

Helping companies to better understand their customers and adapt their products and services to meet their needs, by being a vessel of communication and creativity between them.



personal SKILLS

Throughout my work experience, I have acquired various skills, including: Programming as a FrontEnd Developer, Marketing Strategies, Biomedical, Project Planning, Community Creator, and Community Manager.



Web Designing



Marketing Analytics



Junior FrontEnd



Proyect Planning



EDUCATION

Bachelor Degree & Specialization

[READ MORE](#)

2019 - 2022

Business Engineer

Universidad Metropolitana de Honduras
Graduated in Business Engineer

2022

Specialization in Health Management

The George Washington University
(School of Business)

2020

Business Management for SMEs

Pontificia Universidad Católica de Chile
Certificate of Business Management for
SMEs



EDUCATION

Courses & Certification

[READ MORE](#)

2020

Marketing Analytics

University of Virginia

Certificate of Marketing Analytics

2021

Social Media for Business

Platzi

Course

2020

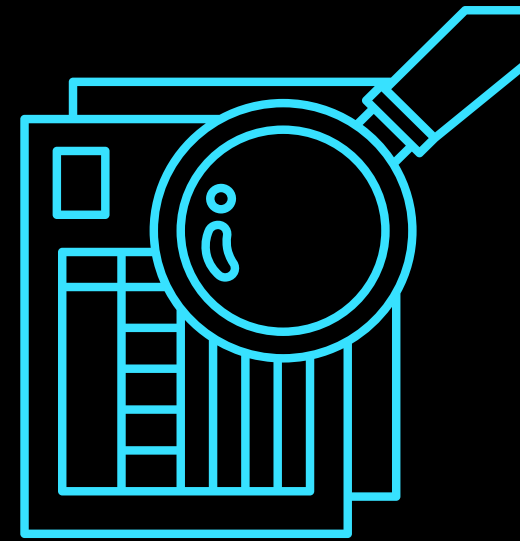
Web Desing

Blockdemy

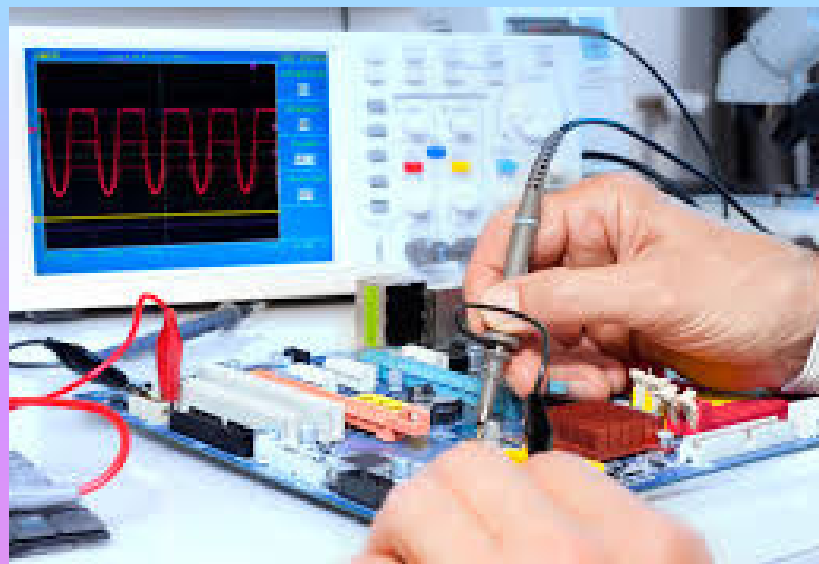
Course

work **EXPERIENCE**

I have diverse experience in various areas and have worked in a range of different roles and projects.



**Community Manager &
Webpage Maintenance**



Technical Biomedical



**Health Equipment &
Furnishings Specialist**

project PORTFOLIO

This section contains my previous working experience in marketing and social media inbound marketing strategies, resumed in a portfolio, showing examples of the content I once created.

01

E-commerce B2B

Marketing, sales under a budget plan strategy

02

Content Creator & community manager

Content creator, writer and web maintenance

03

Digital Newspaper

Content Creator, Webpage Maintenance & community manager

Marketing PROYECT

This marketing campaing was meant to attract customers to a recent E-commer B2B, strategies used: Inbound Marketing/Story Telling/Mailing and Sales Strategy.

Ilustración 25 Diagrama de Gant: Creación de un Servicio y Producto Nuevo

		PRODUCTO O SERVICIO NUEVO																												
No.	ACTIVIDAD	Semanas		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
		Duración	Predecesor																											
1	Identificación de necesidades	1	--																											
2	Brainstorming	1	A																											
3	Evaluación de Ideas	1	B																											
4	Investigación de Mercado	3	C																											
5	Evaluación de Investigación	2	D																											
6	Análisis de datos de investigación	2	E																											
7	Elaboración de Plan de Acción	5	F																											
8	Ejecución de plan de acción	5	G																											
9	Financiamiento	1	H																											
10	Compras necesarias	2	I																											
11	Reclutamiento de Personal (si es necesario) si no capacitación	1	J																											
12	Instalación de compras (ya sea mobiliario)	1	J1																											
13	Contratación de personal (sólo si lo requiere)	1	K																											
14	Inauguración de Servicio o vender producto innovador	1	L																											

Fuente: Elaboración propia



GIVEAWAY

FOLLOW US

Marketing PROYECT

Experience managing social media channels, editing news and reports, coordinating activities, and performing website maintenance as a Social Media Management Specialist at the Communications Management of the National Congress.

25K+ COMMUNITY

NO. 2



notable PROJECTS

Digital newspaper webpage and social media management, advertising coordination as a freelance in part-time jobs.



Content Creation



Logo Creations

Ilustración 9 Gráfico Estimaciones de Venta año 2021-2025



Fuente: Elaboración propia.

Sales Strategy & Reports



Educational Content

THANKS FOR WATCHING

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For more information, scan here:



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