

NATALIA LÓPEZ SIXTO

INTERNATIONAL ONLINE MARKETING



ABOUT ME

✓ Quadrilingual (French, German, English, Spanish)
online Marketing professional with international
experience, passionate about digital marketing,
especially content marketing (audiovisual and
written content: blogs, etc).



EXPERIENCE

INTERNATIONAL CONTENT MARKETING

Freelance: junio 2018 - currently

✓ International content marketing: digital content.



SKILLS

- ✓ Digital content:
 - audiovisual and written (videos, creativities, blogs, artículos etc...)
- ✓ Webs and Blogs creation.
- ✓ SEO
- ✓ Community Manager
- ✓ Copywriting.
- ✓ Languages
- ✓ Branding
- ✓ Digital Strategy

INTERNATIONAL CUSTOMER SERVICE

Iata - Cigna: May 2016 - June 2018

✓ Worldwide guarantees of payment management &
international support in English, French, German and Spanish.

INTERNATIONAL INSIDE SALES

**Lyones, IMS Health & Netpartnering - May 2014-
December 2015**

✓ International Sales Support in English, French,
German and Spanish



LANGUAGES



✓ french, ✓ english, ✓ german, ✓ spanish ✓ galician

VICEPRESIDENT & COMMUNITY MANAGER

**NGO CS Madrid-Viajes Singulares (travel agency):
June 2013- May 2014**

✓ Web translation into french and english ✓ International
online marketing , ✓ Community manager



CONTACT

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Portfolio: flytodigital.com/sobre mi/



HOBBIES

- ✓ Reading and writing
- ✓ Yoga
- ✓ Trekking.
- ✓ Animals.
- ✓ Nature

INTERNATIONAL ASSISTANT & ONLINE MARKETING

Orymu Artes Gráficas - June 2011 - November 2012

✓ International account management, ✓ market investigation,
✓ translations and ✓ International Content Marketing.



INTERNATIONAL EMEA INSIDE SALES

Seagull Scientific - March 2010- March 2011

✓ International Sales Supportl.

INTERNATIONAL HELPDESK

Capgemini - T-Systems - October 2006 - December 2009

✓ International Technical Support.

GENERAL MANAGER ASSISTANT

IBM-Lenovo - April 2005 - October 2006

✓ Office Manager ✓manager support & management

SENIOR CUSTOMER SERVICE

Symantec Dublin - | November 2001- December 2004

✓ International sales support. ✓ I have been awarded:
""Customer Service Representative of the Quarter October 2002""



SOME WORKS COMPLETED

✓ <https://flytodigital.com/sobremi/>

TRAINING PROVIDED



- [How to create a marketing plan from scratch and position your brand for the IMPACT HUB MADRID](#)



- Online Workshop: "How to create a marketing plan from scratch"
- Online Workshop: "How to create 360° content in Canva"

Both for: TOLEDO CHAMBER OF COMMERCE



EDUCATION

SOCIAL MEDIA BUSINESS MARKETING

Formajobs: May -June 2021

DIGITAL CONTENT

Aula CM: September - October 2018

✓ Portfolio (B plus):
<https://www.slideshare.net/nataliasixto/porfolio-natalia-lopez>
✓Fotography, ✓ Photoshop, ✓ Illustrator, ✓ Indesign, ✓ Premiere, ✓ After Effects, ✓ Cinemagraph creation .

ECOMMERCE AND ONLINE MARKETING MASTER :

Ecommaster (Specialized Ecommerce College) -
October 2016- July 2017
(Grade "excellent": 9,1)

<https://ecommaster.es/alumni/i/19404/136/natalia-lopez-sixto>
Master's thesis project: <http://Flytodigital.com/>

✓ Ecommerce, ✓ online Sales Techniques, ✓ Business Analysis, ✓Internationalization, ✓ Online legal issues, ✓ choice of CMS for online stores, ✓ecommerce management, ✓Mobile ecommerce & mobile marketing, ✓Search Engine Optimisation, SEO, ✓Online Advertising, ✓ Results-oriented Online Marketing, ✓ Usability, big data, ✓ web analytics and Inbound Marketing.

ADVANCED WORDPRESS

Ecommaster (Specialized Ecommerce College) -
September 2015

ADMINISTRATIVE & FINANCIAL MANAGEMENT - MARKETING & BUSINESS MARKETING.

Secot - September - October 2014

SECRETARIAL STUDIES

Cedefor- September-1997-1998

SELECTIVIDAD (University entrance exam)

UNED- September-1996

BACCALAUREAT EUROPEEN

Ecole Européenne de Luxembourg-1988-1996