VALERIA VICTORIA

B2B MARKETING & CAMPAIGN SPECIALIST

Marketing · Communications · Content · Campaigns · Events

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PROFILE

B2B marketing and communications professional with a background in Advertising and Graphic Design, combining content strategy, campaign execution, email marketing, LinkedIn, WordPress, analytics and international events. I approach communication as an ecosystem: ideas, channels, content and people working together to create visibility, commercial opportunities and stronger brand experiences.

SELECTED IMPACT

1,472
emails sent
24.42% open rate · 40 unique clickers

5+
commercial enquiries
following a lithium-ion battery campaign

18,290
LinkedIn Ads impressions
100 clicks · 187 interactions · 0.55% CTR

EXPERIENCE

GRUPO SPR · Rubí, Barcelona | Marketing & Communications | Mar 2026 - Present

- Plan and execute B2B communication for Spain and Mexico across LinkedIn, email, web, trade media and international events.
- Manage organic LinkedIn content and LinkedIn Ads, including lead-generation campaigns, creative coordination and performance reporting.
- Create and send segmented newsletters with MailerLite, connecting editorial topics with service pages and commercial follow-up.
- Publish and update WordPress content and support performance analysis through Google Analytics and campaign reporting.
- Develop technical B2B content for recycling, circular economy, lithium-ion batteries, alternative fuels and material recovery.
- Coordinate marketing materials, suppliers and event communication with Sales and technical teams for IFAT Munich, SRR Madrid, E-Waste Frankfurt and FICEM Mexico.
- Use AI and creative tools to accelerate content, visual and video production while maintaining brand and technical consistency.

FREELANCE | Digital Marketing Consultant & Virtual Assistant | May 2023 - Nov 2025

- Supported small businesses with digital content, email marketing, landing pages, funnels and day-to-day marketing coordination.
- Worked with MailerLite, Mailchimp, Systeme.io, Canva, Photoshop, Make and AI tools to streamline content and marketing workflows.

EARLIER CORPORATE EXPERIENCE

CAFOSA - MARS | Administration · Project Coordination · Operations | 2007 - 2023

- More than 15 years in administrative and operational environments, coordinating suppliers, documentation, budgets, purchasing, invoicing and internal processes.
- Worked with SAP and Excel, supporting reporting, audits and cross-functional coordination in an international corporate environment.
- Participated in ISO 9001/14001-related documentation and audit processes, strengthening a structured, detail-oriented approach to projects and compliance.

LINEVA S.L. | Graphic Design & Administration | 2003 - 2006

- Combined graphic design with administrative support, customer service and coordination tasks.

CORE SKILLS

B2B Marketing & Communications
Campaign Planning & Coordination
Content Strategy & Technical Storytelling
Email Marketing & Segmentation
LinkedIn Organic & Paid Campaigns
WordPress & Basic SEO
Trade Shows & Event Marketing
Reporting & Performance Analysis
Cross-functional & Supplier Coordination

TOOLS

LinkedIn Campaign Manager · MailerLite · Mailchimp
WordPress · Google Analytics
Canva · Adobe Photoshop · CapCut · Kling
ChatGPT · Claude · Gemini · Make · Eleven Lab · Suno
Trello · Excel · PowerPoint · SAP

LANGUAGES

Spanish — Native
English — Intermediate
Catalan — B1

EDUCATION

Degree in Advertising
Universidad del Salvador, Argentina · 1998

Graphic Design
Nueva Escuela · 2001

WORKING STYLE

I plan communication as an ongoing narrative rather than a series of isolated posts: building editorial themes in advance, connecting channels and adapting the plan when business priorities change. Communication starts with listening.