



REGINA DURÁN

CONTACT DETAILS

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SUMMARY

I am a specialist in digital marketing and public relations E-PR. Always results-oriented and with excellent communication skills.

I currently complete a Master in Digital Marketing & E-commerce Management at the University of Barcelona.

KEY SKILLS

- Business model analysis
- Problem solving
- Quality control-Luxe Details
- Creative thinking
- Project management
- Customer management
- Event planning
- Teamwork
- Leadership
- Computer programs
- Sprinklr
- Traackr (Influencer marketing)
- Social Bakers
- Commerzia

LANGUAGES

- Spanish native speaker
- Advanced English



WORK EXPERIENCE

Veritas Spain - E commerce Internship

JULY 2022 - SEPTEMBER 2022

- Analyze and content creation for Veritas e commerce 100% usability improvement.
- SEO AHRels + SEM campaigns.
- ChatBox monitoring.
- Optimization of the store catalog to adapt the assortment to the consumer + 600 optimized references + creation of seasonal landings.
- Process of additions and deletions in stock and assortments.

L'Oréal - Digital Coordinator & E-PR YSL & Designer Brands

NOVEMBER 2018- JUNE 2021

- Multibrand experience, YSL, Giorgio Armani, Viktor&Rolf, Ralph Lauren, Maison Margiela, Atelier Cologne, Cacharel, Proenza Schouler
- Campaigns with e-retailers (CRMs, banners, landing pages, social media, e commerce campaigns)
- Social Community Management (FB) YSL Beauty, Atelier Cologne and Giorgio Armani Beauty.
- Product launch coordination & events planning.
- Digital Marketing and Influencer Marketing strategies.
- PR & E-PR for the luxe brands of the luxe division of L'Oréal Mexico,

Parfumerie Versailles- Digital Coordinator & E-PR Premium Brands

JUNE 2017- NOVEMBER 2018

- Public relations and digital marketing for distributed brands and Chanel (La Prairie, Bulgari, Salvatore Ferragamo, Ellie Saab, Issey Miyake, Dolce & Gabbana, Azzedine Alaïa, Narciso Rodriguez, Starck Paris, Tous, Halloween, Cartier and Roberto Verino).
- Ecommerce & PR campaigns with e-retailers.
- CRM strategy for luxury clients LA PRAIRIE.

FORBES -Digital Sales & Marketing

OCTUBER 2016- JUNE 2017

- Digital space sales to large brands and SMEs
- Marketing and event planning.

Marketing Digital Internship

- Hewlett Packard- May 2015- May 2016
- Merck Sharp & Dohme - February 2014- May 2015



ACADEMIC EDUCATION

Universidad de Barcelona

SEPTEMBER 2021 - SEPTEMBER 2022

Master in Digital Marketing & E-commerce Management

Universidad Autónoma de Barcelona

MARCH 2016 - JUNE 2016

Strategy and Digital Creativity

Universidad Anáhuac México Norte

JANUARY 2011 - DECEMBER 2015

Bachelor's degree in Communication with a specialization in convergence in new digital media.