

## STEPHANIE ROBLES

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### PROFESSIONAL SUMMARY

Master in Creative Direction, Content & Branding with experience in Marketing, Sales, and Operations positions in Consultancy, Hygiene & Fashion Retail, and NGO industries. With outstanding grades in English language tests (95<sup>th</sup> percentile in GMAT & TOEFL) and a work and education background in North America and Europe. Interested in Copywriting, Branding, and Content Creation.

### EDUCATION

#### IE BUSINESS SCHOOL

*Master's in Creative Direction, Content & Branding (IE COLLABORATION AWARD SCHOLARSHIP)*

MADRID, SPAIN

SEPT 2021 – JUL 2022

#### EDHEC BUSINESS SCHOOL

*Exchange semester (Term 1 of the Master 1 in Management)*

LILLE, FRANCE

SEPT 2017 – DEC 2017

#### UNIVERSIDAD DEL PACÍFICO

*Bachelor of Business Administration*

LIMA, PERÚ

MAR 2012 – DEC 2017

### PROFESSIONAL EXPERIENCE

#### PUBLICIS GROUPE (COMMUNICATIONS AGENCY)

*Search Analyst*

LIMA, PERU

APR 2025 – PRESENT

- Manage and optimize paid search campaigns (Google Ads, Meta Suite, TikTok Ads). Elaborate Media Performance reports.

#### PERSONAL VENTURE AND REMOTE WORK

*Freelance*

LIMA, PERU

MAY 2023 – PRESENT

- Managed a personal venture in the tourism and hospitality industry in Peru.
- Created brand books, organized photoshoots, designed graphic pieces and social media posts (in Illustrator, Canva, Premiere Pro, and Capcut), and designed and printed merchandise (shirts, caps, tote bags, banners, among others) for small local businesses.

#### BYLD STARTUPS (CORPORATE VENTURE BUILDING-CONSULTANCY)

*Marketing Analyst*

MADRID, SPAIN

AUG 2022 – FEB 2023

- Edited the website's existing content on WordPress and Elementor, optimized SEO, and wrote new texts in English and Spanish (e.g., the company's description, success cases, blog posts, industry analyses, downloadables, etc.) with and without the help of AI tools.
- Developed the brand's manual after organizing brainstorming workshops (applying Design Thinking) with the team.
- Managed the company's LinkedIn (wrote and designed posts in English, produced and edited photos and videos on Canva, etc.).
- Created a bespoke Marketing dashboard on Looker Studio using internal (Google Analytics) and external data (HubSpot, social media, etc.) to monitor the success of each social media post, as well as website activity, daily. Wrote press releases and articles.

#### CLASS COMPLEMENTS - CREPIER (RETAIL)

*Digital Channels Manager*

LIMA, PERÚ

APR 2018 – SEPT 2018

- Arranged entry to new sales platforms, from initial conversations and negotiations to full implementation of online stores.
- Negotiated and achieved appearances in marketplaces' communications and influencer campaigns to boost market reach.
- Helped Brand Specialists and Graphic Designers organize showrooms and photoshoots and produce communication pieces.
- As the sole person in charge of online sales, I increased online revenue by 30% by diversifying our offer and optimizing processes.

#### CREA MÁS PERÚ - CREA+ (NGO)

*Institutional Relations Coordinator*

LIMA, PERÚ

JAN 2017 – MAY 2017

- Secured and organized 6 visits to 2 new "ally" companies to find financial donors and employees interested in volunteering and arranging CSR days. Joined charity promoters in approaching prospects and pitching the NGO's proposals on such occasions.
- Organized CSR days, designed flyers and email newsletters, and set partnerships with providers of services and supplies for such events.

#### ECOLAB (HYGIENE SERVICES AND PRODUCTS)

*Customer Service Intern*

LIMA, PERÚ

FEB 2016 – SEPT 2016

- Updated the complete database of Institutional Clients, eliminating several bottlenecks in Debt and Collection processes.
- Developed a KPI report, set up remote meetings to review it with global leaders, and developed strategies to increase DIFOT by 15%.

#### SKI GRANBY RANCH (SKI RESORT)

*Customer Service*

COLORADO, U.S.A.

DEC 2014 – MAR 2015

### LANGUAGES

**Spanish** (Native); **English** (Fluent – GMAT Verbal 94<sup>TH</sup> percentile and TOEFL 95<sup>th</sup> percentile); **French** (Beginner – Alliance Française)

### SKILLS

Copywriting | Canva | Illustrator | Adobe Creative Suite | HubSpot | Photography | Advanced Excel | WordPress | Buffer | Video