

Alexandra Prieto

Digital Growth Strategist at IOR Network for Talents

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Summary

Alexandra is a curious China-based marketer, asking big questions and searching for the answers to connect the dots in digital marketing. A unique combination of creative and analytical, Alexandra's curiosity has kept her at the top of her game.

With her background in Media and Communications and later in Marketing at the Madrid School of Marketing, hard work motivated her to explore sales, marketing, digital strategy, and business development that further resulted in handling multi-disciplinary projects.

She is passionate about China's digital economy or East Commerce; she believes WeChat and Alibaba are the most evolved platforms in the world and to look to China is looking at the future of what is possible in the digital space. No wonder why 42% of global e-commerce is happening here. That's why successfully working in Spain, Alexandra explored Chinese netizens and their economic expansion, online consumer boom especially that inspired her to move to China where she connects Spain with local Chinese businesses and even helps them enter Latin American markets.

Alexandra has helped companies in China sell to Europe. With her experience, she has now turned to helping Spanish companies successfully enter the Chinese market.

Her expertise in digital marketing, social media, campaign management, branded content, copywriting, content strategy and content curation, branding and others have been greatly appreciated by the Chinese digital community and are in constant demand.

Alexandra can't be of service, she may know others who can meet your needs. After all, creating and fostering relationships is critical to conducting business today. She loves making new professional acquaintances.

Experience

Digital growth Strategist at IOR Network for Talent

A Digital Growth Strategist will help companies to use different methods to make them larger and more successful, especially new ones. A Digital Growth Strategist focus on low-cost alternatives to traditional marketing and establish a process across marketing funnel, product development, sales segments, and other areas of the business to identify the most efficient ways to grow a business.

Social Media & Content Manager at Lumsing Technology LTD nov 2016 - Present

Lumsing is the youngest brand at ATC Network Science and Technology PLC. Lumsing is taking the best of the company's rich experience in Batteries and Power Supply to provide advanced charging solutions and to make life simpler with durable, affordable and fun technology.

- Daily social media activity maintenance. Creation of plans, social media reports, PPTs, and other social media related materials. Development, planning, and creativity of social media operations and digital initiatives.
- Website and social media copywriting, including web pages, blog, product descriptions, and summaries. Designed, created and leveraged new content including headers, images, banners, videos and articles to be used on social media, forums, and website.
- Influencer relationships management. Contacted media and KOLs to arrange collaborations for social media campaigns to increase sales and brand awareness.
- Monitoring online competitors presences, researching new blogs and channels for trends identification and other relevant online data.

Digital Growth Strategist at We Are Growth Hack feb 2017- Present

Growth Hack is a young, international Digital Marketing Agency based in Hong Kong and operating worldwide. We focus on E-commerce, Amazon FBA business growth, Social Media, SEO and Content Marketing.

We provide service worldwide, our clients are based in China Mainland, Asia Pacific, Europe and America.

www.wearegrowthhack.com

Proud Supporter at WiredIn, Inc sep 2016- Present

WiredIn consists of self-branding experts creating online impressions that break rules, attract professionals in any required industry, and call to action to partner with you. We thrive in the space between vision and action. Few self-branding experts can bridge the disciplines of branding, marketing, technology, business modeling, and ideation to one solid profile, but WiredIn can!



At WiredIn, we employ, engage, and consult with PhDs, MBAs, thought leaders, and veterans from 30+ industries to ensure the work we deliver is efficient and results pay off long after you have forgotten about us. For any profile challenge, we apply the best talent, intellectual strength, and tools in the industry —sourced from anywhere within our network, globally and locally.

For our clients and our people, we break through existing stereotypes to drive growth and strategic development through LinkedIn. You want to get Wired!

Service scale includes: self- branding and marketing, content management, organic connection growth, distribution platforms & O2O, and corporate page management.

Key Opinion Leader at Wonder, Inc jun 2016- present

Wonder was founded with a revolutionary spirit of the knowledge sharing economy and a lofty objective to connect skilled and influential influencers and KOLs from a variety of industries with the purpose of engaging with their followers based on the sharing economy. The concept enables influencers and KOLs to be financially rewarded in just 60 seconds by allowing inquirers to directly interact with industry icons like never before. Through a more intimate and deeper connection, they benefit economically and stay connected.

Wonder is a platform to search for knowledge and expertise. Its slogan – Never Stop Questioning – is deeply rooted within its DNA.

Key Features:

- Wonder Platform main objective is to unite KOLs/Influencer with Fans on economically rewarding terms (no time wasted in social media, newsletter, and webinars)
- Wonder platform uses Blogging as the main source that allows KOLs to generate quality readers based on monthly/annual subscription only (potential readers are fans, clients/partners, paid subscription, real value)- this feature coming soon
- Wonder Platform is globally regarded as one of the universal value-Human Knowledge sharing platform
- First voice based Sharing knowledge on demand, zero Investment from the beginning, and zero technical skills required, no matter what time zone, all it takes is less than 60 seconds to download and install and start making money
- Wonder will auto deposit \$2.99 for a new user to try the 1-minute video answer service (ask or listen to question) with all \$0.99 default fee.

Spanish & Overseas Marketing Specialist sep 2015 -sep 2016



Shenzhen Sailvan Network Technology is the biggest Chinese B2C e-commerce platforms, providing Chinese products to customers across the globe.

- Leading the marketing and business development department for the Spanish market, researched and reported SWOT analysis to the Chief Marketing Officer, preventing loss of 10 Million USD.
- Localized the social media strategy, helping Chinese products to be recognized and correctly understood via product localization.
- Localized the marketing plan in partnership with agencies in Spain that delivered massive platform exposure within the top three cities in Spain (Madrid, Barcelona, and Valencia).
- Systemized customer relationship management and acted as a liaison between B2B/VIP customers.
- Developed a key strategic partnership with social media influencers to increase the brand's identity using digital story telling.

Business Developer & Digital Marketing Consultant at OutdoorMaster.com

mar 2016 – ago 2016

The philosophy of Outdoor Masters is that everyone should be able to enjoy the outdoors. Thus, the company makes nature accessible to more people by making affordable, highly functional outdoor clothing and gear.

- Designed, implemented, and facilitated an effective marketing and business development strategy of OutdoorMaster.com.
- Developed a digital sales channel in partnership with the sales department, which increased sales volume via the Amazon store.
- Built a complete and comprehensive online strategy using social media and Google products to improve the brand's SEO, PPC, PPI Online ranking, and visibility.
- Implemented a social media strategy to increase brand awareness and customer acquisition and drive traffic to the company's website.
- Analyzed and reported on sales trends, products, and customer behavior. Content curation.

Junior Account Executive at Havas Sports & Entertainment abr 2014 - jun 2015

Part of HAVAS Media Group's 35 offices in 20 markets, the Havas Sports & Entertainment and ignition agencies, together with strategic partners Seven46, Music Dealers, Benza, and Eventures, deliver strategically sound creative solutions based on insight, experience, and a deep understanding of what bonds people together into communities: shared passions.

Havas Sports & Entertainment's international clients include: Adidas, American Express, Atos, The Coca-Cola Company, Danone, Delta Air Lines, EDF, ESPN, Heathrow Express,

Hyundai, Kia, Lloyds Banking Group, LVMH, Mars, Orange, Procter & Gamble, PSA Peugeot Citroën, Reckitt Benckiser, Santander, Sony, the United Nations Foundation, Victoria's Secret, and Yahoo! and sports organizations, such as the English Premier League, FIFA, the French Golf Federation, the Italian Rugby Federation, IAAF, and Roland Garros.

- Started as an intern before being hired and transferred to work in the Spanish and English markets due to professional corporate communications and strategic thinking skills that resulted in joining the core marketing team in Spain and the United Kingdom.
- Researched client cases that included: brand history, current social media activity, online presence, Google ranking, and global ranking and developed initial strategies to pitch to the Chief Strategy and Marketing Officers.
- Joined the development strategic outsourcing team on demand across India and the APAC region that resulted in saving over 25 Million Euros.
- Reported on current trends by following bloggers and other online influencers to gain a comprehensive account of the current situation. Conduct online media research to find the sites most appropriate for the client's audience and objectives.

Marketing & Office Manager ago 2013 - mar 2014

Sietevoz VoIP provider was established in 2013 with the central aim being to provide small to medium size businesses with a 'state of the art' telecommunication service that was, and remains, transparent, highly competitive and supported by a well-trained team.

- Maintained CEO schedule and implemented marketing strategies for website development and sales/traffic growth.
- Researched and developed new marketing channels.
- Supported the once and all members of the start-up, multitask.
- Coordinated and managed the process and events.
- Maximizing efficiency level of communication, marketing, and distribution.
- Creating marketing content and product selection for different campaigns.
- Customer relationship management, account management.

Sales Executive & Communications Strategist at CHC ENERGÍA sep 2009 - ago 2012

CHC Energía is a part of the EDP group and has a presence in the value chain of the electricity and gas sector, leading Spanish customer satisfaction rankings.

- Improved internal communication channels between departments and delivered high performance in planning and executing day-to-day tasks that enhanced internal work flow efficiency and resulted in significant productivity.

- Coordinated daily management of commercial offices in all phases of the business cycle, established processes and procedures that needed analysis, and suggested improvements in commercial tools.
- Built strong relationships, contacted databases, and researched the market and related products.
- Achieved a successful business plan, including strategy development and definition of tactical actions and their monitoring and control that increased ROI driven sales by 10%.

Education

Madrid School of Marketing

Master's degree, Marketing Management for Luxury Goods & Fashion Industries, 2012 - 2013

Universidad Pontificia de Salamanca

Bachelor's degree, Media & Communications, 2004 – 2009

Courses

- Advanced CRM: Ecommerce and Community Management
- Commercial Management and Marketing
- Constitutional Law, Administrative Procedure and Contracts, Human Resources and Economic and Financial Management
- Generation Crisis: one crisis, one problem, one Europe - one solution?
- Graphic Design (CorelDraw, Photoshop y Dreamweaver)

Languages

Spanish: native

English: high

Chinese: basic

French: basic