

# Marisol Saona

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## Education

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*Diploma in Professional Marketing, Chartered Institute of Marketing* Jan – Dec 2015

*BSc International Business, University of Warwick* Oct 2010 – June 2014

- Awarded 1<sup>st</sup> Class Honours
- Studied abroad at ESADE Business School, Barcelona (Oct 2012 – June 2013)
- Elected Vice President of Warwick Latin American Society (Oct 2013 – June 2014)

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## Corporate Experience

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*Marketing Graduate, Tesco, Welwyn Garden City* Sep 2014 – Present

*Shopper Marketing* May 2015 – Present

- Campaign Manager for instore campaigns across the UK (2600+ stores)
- Collaborating with printers, creative agencies and colleagues to deliver effective POS and Experiential whilst efficiently managing budgets up to £250k per campaign
- Additional responsibilities include managing creative schedule of JCDecaux screens in 400 stores and final approval of all Dunnhumby supplier branded POS artwork

*Summer Campaign* May – Oct 2015

- **Led 2 Summer missions:** contributed to ATL creative through collaboration with agency, commercial and legal teams; aligned radio, out-of-home, editorial, social, online, and in-store channels
- **Managed press campaign end-to-end;** 4 weeks ethnic targeted coverage across England for Ramadan/Eid
- **Managed radio promotion;** developed 1 week breakfast show competition on Absolute Radio
- Managed the use of the Tesco logo in all supplier funded advertising; **improved request process**
- Review, insight diagnostic and proposition development for Summer the following year
- Competed in Hackathon 2015, a 24hr innovation event: **presented my team's prototype to the CEO** and won

*Trade Planning* Oct 2014 - May 2015

- Commercial role building the General Merchandise trade plan for prime retail space in front of stores
- Managed part-time intern for one month to develop the GM competitor review

*Account Executive, Deeply Digital, Leamington Spa* June 2011 – Nov 2013

- Responsible for strategy and implementation of B2B clients' digital marketing
- Achieved **highest conversion rate** of 35% on a company whitepaper (Business Marketing with Pinterest)
- Increased traffic robustly for clients using SEO and close monitoring of analytics
- **Delivered record increase in leads** (1400% over previous month) through content creation
- Added value to clients as consultant on marketing software and keyword strategies
- Spearheaded new processes (e.g. account managers system, project management software) to solve issues
- **Developed team members** professionally and stepped up to managerial role as and when necessary
- Took initiative to build upon own HTML/CSS skills in order to **overcome complex design problems for clients**

*Brand Executive, GlaxoSmithKline, London* June – Sep 2013

- 3 month Undergraduate Marketing Summer Placement to launch a cornerstone brand
- Successfully delivered the new product website ahead of time and in budget to serve 40k patients by 2014
- Constructed a web dashboard with meaningful **KPIs that were highly aligned to the brand's objectives**
- **Analysed data** from previous product launches and engaged stakeholders in workshops to identify best practices
- **Took leadership** of two additional projects due to time-efficiencies: developed fast patient feedback loop and leaflets for an initial print audience of 20k
- **Created and evaluated multiple solutions** to governance, digital and people-related challenges
- Worked creatively within strict legal boundaries of industry to **deliver modern approaches to business problems**
- **Built solid presentation and communication skills** through forums for discussion and performance reviews