

Laura Duran

Business & Marketing

I am a **bilingual marketing professional** passionate, energetic, fast-learning and results-driven with experience in leadership, digital marketing and sales.

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duranduran@gmail.com

Charlotte, NC

EXPERTISE

- Management Skills
- Digital Marketing
- Negotiation & Problem Solving Skills
- Communication Skills
- Market research / Analysis

SOFTWARE KNOWLEDGE

- MS Office and Excel
- Powerpoint / Canva
- Social Media apps

CERTIFICATES

- Effective Sales 2021
- Digital Marketing 2017
- NLP and leadership 2016

LANGUAGES

ENGLISH: FLUENT
SPANISH: FLUENT

RECOGNITION AND VOLUNTEERING

- Top 1 Sales and Business Growing 2022
- Top 12 influential woman of SE 2021
- USOW Ambassador by Michelle Obama 2019
- Influential Young Politician of Santander 2018

EDUCATION

University of Alberta

Bachelor of Business Management and Marketing

2006-2011

Alberta, Canada

Universidad Santo Tomas

Internacional Business and Public relations

2004 - 2006

Bucaramanga, Colombia

EXPERIENCE

Business Executive, Marketing and Sales

Date: October 2019 - present

Company: Nuskin Enterprises

- Identified and executed improvements for processes, content, and lead generation.
- Created social media strategies to promote new product launches
- Provided market research, forecasts, campaign results, and consumer trends.
- Lead a sales team of more than 200 people

Deputy of Santander

Date: July 2015 - Octubre 2018

Sector: Public and Politics

Employer: Government of Santander

- Lead a 10,000 movement empowering teen girls and women
- Studied and allocated the departmental budget in the different public sectors
- Attended to state and national events representing the government

Marketing Director

Date: August 2012 - May 2015

Company: Integrate México

- Built Social media strategy and help position a new YouTube channel
- Worked with exchange and international students
- Find sponsors and partnerships for events and campaigns