ISABEL DELGADO

UX/UI DESIGNER - DIGITAL MARKETING SPECIALIST

FIGMA - DESIGN THINKING - AGILE - LEAN UX - USABILITY - DESIGN AND INFORMATION ARCHITECTURE

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in LINKEDIN PROFILE

💼 PORTFOLIO

ABOUT ME

During the last year, I jumped into the education area as a Global Acquisition Manager at Schiller International University. At the same time, I studied UX/UI Design at Ironhack to become a better professional. Now I can make UX decisions based on all these learnings to improve results in Acquisition Strategy.
I love photography and arts and crafts (I'm an inveterate crocheter).

PROJECTS

TANIT

Prototype for an app to help women who suffer menstrual disorders. By monitor symptoms, they could track results and share them with their doctors. Click for more info.

MERX

How to help local business to get digitalized and improve their online presence. Click for more info.

EDUCATION

IRONHACK (NOV 21 - MAY 22)

UX/UI DESIGN
Design Thinking, Agile, Lean UX, Usability, user-interaction desing, Figma, HTML, CSS.

GOOGLE (2015/2016)

DIGITAL MARKETING AND CERTIFICATIONS
Google Ads, Google Analytics, Social Media Marketing, Email Marketing, Digital Strategy

CARLOS III UNIVERSITY (2004 - 2009)

BACHELOR'S IN COMMUNICATIONS

SOFT SKILLS

Communication, Problem Solving, Teamwork, Time Management

HARD SKILLS

Figma, Google Analytics, Google Ads, Facebook Business, Photoshop, HTML, CSS

EXPERIENCE

SCHILLER INT. UNIVERSITY (NOV 21 - CURRENT)
GLOBAL ACQUISITION MANAGER
- Plan, design and oversee all aspects of lead acquisition strategy, including ux optimization in landings.
- Lead growth and optimization strategy across Paid Media and Organic Channels.

GRUPO SMEDIA (NOV 18 - NOV 21)
DIGITAL MARKETING MANAGER
- Design and management of the digital marketing strategy for the company: social media, email marketing, paid media and affiliates.

FILMARKET HUB (JUL 16 - NOV 18)
SOCIAL MEDIA MANAGER
- Social Media strategy definition and management.
- Blog Content manager, Newsletter management.
 - Google Ads: strategy definition and results monitoring. Analytics reports.