María Alejandra Rojas Oliveros

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SUMMARY

Proficient in marketing strategy, sales process management, and customer relationship development to drive business growth. Experienced in social media outreach, promotional campaigns, and community engagement across diverse audiences. Skilled in organizing customer data and improving efficiency through optimized follow-ups and client retention. Proficient in tools such as Canva, Mailchimp, Brandwatch, and Emplifi for campaign design, email automation, brand monitoring, and social media management. Currently pursuing an MBA, combining a strong academic foundation with practical experiences in international business and marketing.

SKILLS

- Effective communication
- Community engagement & Brand building
- Market research & competitive Analysis
- Campaign planning & execution
- Social Media Outreach
- Digital Marketing Strategy
- Email marketing & Automation
- Data-driven decision making

WORK EXPERIENCE

Marketing & Sales Assistant *July 2024 – July 2025*
RH funcional, remote

- *Developed promotional materials and managed social media for campaigns.*
- *Managed effectively sales processes averaging $5000 USD weekly.*
- *Accurately provided support and follow up to an average of 50 patients a week by scheduling appointments and managing their records.*

Logistics Coordinator *February 2022 – July 2022*
Lean Staffing, Bogotá, Colombia

- *Monitored 50+ clients containers daily using real time tracking systems, ensuring on-time deliveries and minimizing delays.*
- *Resolved 20+ shipping and logistics issues per week by proactively communicating with clients, carriers, and internal teams , managing a 95% client satisfaction rate.*
- *Streamlined container tracking processes, reducing reporting errors by 10% and improving response to client inquiries.*

Customer & sales representative. *April 2021 – November 2021*
OMI, Bogotá, Colombia.

- *Created and implemented a customer data organization system, enabling consistent follow-ups and improving customer retention by 20% in the first 3 months.*
- *Managed a pipeline of 100+ customer accounts, ensuring timely communication and personalized service that supported sales growth.*
- *Collaborated with the sales team to track leads and follow-ups, contributing to a 15% increase in closed deals through improved data visibility and organization.*

EDUCATION

Westcliff University, Irvine, CA
2027
Masters of Business Administration

UCLA Extension, CA
2024
Strategic Marketing Course (MGTM X 460.35)

University of Washington, Seattle, WA
2023
Certificate in Non-profit Management

Universidad del Rosario, Bogotá, Colombia
2020
Bachelor of international Business Administration