

GABRIELA FONSECA

DIGITAL MEDIA MANAGEMENT

+1 787 955 9917

gabriela@gfonseca.com

Puerto Rico, USA

PROFILE

+6 years of experience in Digital Marketing. I have developed a strong expertise in internal and external analysis, as well as strategic planning of digital marketing campaigns. My ability to understand and adapt to market, combined with my skill in managing projects from start to finish, positions me as a valuable asset in dynamic and competitive environments.

WORK EXPERIENCE

- Sept. 2024 - March 2025**
MCS Healthcare - Puerto Rico, USA
Digital Media Specialist
 - Content and Data Analysis Reports
 - Campaigns Results Analysis
 - Digital Marketing Strategy Optimization
 - Digital Campaigns Analysis
- Jan. 2024 - Aug. 2024**
Bright International Investment, Spain
Marketing & Advertising Director
 - Social Media Analyst
 - Social Media Optimization
 - SEO/SEM Web Strategies
 - Marketing Ads Strategies
 - Web Optimization
- Jan. 2024 - June 2024**
Universidad Interamericana - Puerto Rico, USA
Part-time Digital Marketing Professor
 - Essencial Bachelor classes for Digital Marketing professionals.
- Jan. 2017 - July 2021**
Tonos Entertainment - Puerto Rico, USA
Marketing & Advertising Director
 - Digital Marketing Strategies
 - Advertising Campaigns Creation
 - Social Media Management
 - Social Media Analysis and Statistics

EDUCATION

- 2022 - 2023**
E-COMMERCE MASTER DEGREE
Universidad Complutense de Madrid
- 2020 - 2021**
DIGITAL MARKETING MASTER DEGREE
Universidad Complutense de Madrid
- 2015 - 2020**
BUSINESS ADMINISTRATION DEGREE, SPECIALISATION IN MARKETING
Universidad de Puerto Rico

SKILLS

- SEO, SEM and content creation
- ScreamingFrog
- Social Media Marketing Tools (Meta Business Suite, Hootsuite, etc.)
- Data Analytics Tools (SemRush, Bunker, etc.)
- E-mail Marketing
- Google Tools
- Strategic Digital Marketing planning
- Market Analysis
- Internal and external Analysis
- Social Media Audit
- Web Audit

LANGUAGES

- Spanish (native)
- English (fluent)

PROJECTS FESTIVAL ARMONIA EN CLAVE 2019

Festival Armonía en Clave was a cultural and educational program which culminated with a Caribbean music festival. The objective of this program was to teach the community the origin and importance of traditional Afro-Caribbean music. We impact more than 200 community spaces like public schools, orphanages, senior center, child and woman abused homes, and many more. The objective of the final event was to create a space to stimulated and encourage an economic and cultural activity from and for the community.