

IRENE TANARRO

JUNIOR MARKETING MANAGER

Data-driven Junior Marketing Manager with a background in audiovisual communication and VFX. Recently completed a master's in digital marketing with a strong focus on **analytics**, **automation**, and **multichannel strategies**. Skilled in performance tracking, **digital campaign optimization**, and **data storytelling**. Motivated to apply analytical thinking to develop impactful and measurable marketing solutions.

CONTACT

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SKILLS

Data & Analytics: Google Analytics, Google Trends, Power BI, Tableau, Marketing Cloud.

Marketing Tools: Google Ads, Meta Ads, CRM, SEO/SEM, Marketing Automation.

AI Tools: ChatGPT, Claude, Runway ML, Adobe Firefly, Jasper, Copy.ai, Notion AI, Lovable.

Creativity: Adobe Suite (Photoshop, Premiere, After Effects, Illustrator, InDesign), Blender, Davinci, Maya, Figma.

- Completed NUKE.X seminar in advanced 2D compositing.

Project Management: Trello, team coordination, workflow optimization.

Languages: Spanish (native), English (C1), French (intermediate).

Own Project: <https://youtu.be/WMxMAC-JcVM>

Participate in: <https://youtu.be/XbxCmx8fVYc>

EXPERIENCE

JUNIOR SEO SPECIALIST

Localmetric. September 2025 – Present day.

- Analyzed ChatGPT's indexing behavior and data sources to identify brand visibility opportunities within AI-generated responses.
- Designed and implemented SEO strategies adapted to conversational AI environments.
- Conducted research on the integration of traditional SEO techniques within conversational platforms.

JUNIOR DIGITAL MARKETING SPECIALIST

Castilla Termal Hoteles. June 2025 – September 2025

- Analyzed and optimized the company's hotel and restaurant websites, focusing on improving structure, usability, and performance to enhance user experience (UX).
- Conducted an analysis of key metrics and proposed data-driven improvements, increasing visitor engagement and conversion rates.
- Optimized the AI-powered chatbot to enhance customer service and automate frequent queries, improving digital experience.

BRAND STRATEGY PROJECT (Academic Project)

Tous Atelier. October 2024 - June 2025

- Developed a complete rebranding proposal based on a client-provided briefing.
- Design of automated email marketing campaigns in Salesforce Marketing Cloud.
- Creation and optimization of user journeys and automated flows (Journey Builder) to improve conversion and retention.

PERFORMANCE MARKETING (Academic Project)

Solo Nuts. March 2025

- Planned and executed paid social campaigns using Meta Ads Manager.
- Conducted audience segmentation and A/B testing.
- Reported on performance metrics to optimize ad delivery and budget allocation.

VFX ARTIST

Entropy Studio. October 2023 - March 2024

- Performed 2D digital compositing for audiovisual projects.

SALESFLOOR ASSISTANT

Adidas ES. June 2024 – Current date

Diesel Industry. July 2023 – August 2023

Nike, Inc. June 2022 - September 2022

- Collaborated to maintain strong performance metrics and KPIs.
- Advised customers on products, highlighting features and benefits.
- Stock management.

EDUCATION

DIGITAL MARKETING MASTER

ISDI DIGITAL TALENT, MADRID. October 2024 – June 2025

- Marketing strategy, **branding**, **pricing models**, **business model canvas**, and **behavioral economics**.
- Learned research design and analysis to define user value propositions and support **data-informed decisions**.
- Knowledge in **campaign strategy**, **CRM**, **SEO/SEM**, **programmatic advertising**, and **growth funnels**.
- Trained in **marketing intelligence**
- Marketing AI, **prompt creation**, automation, **generative AI**, and **data storytelling**.