



# LAURA H. BAZAN

Digital Project Manager | International Marketing & Sales | Operations

## WORK EXPERIENCE

Mercarte Branding Agency (Madrid/Mexico)  
*Operations Manager* | 2021 - 2024

- Led management projects for high-profile clients, ensuring timely execution of campaigns and cross-functional collaboration.
- Directed the development and implementation of marketing strategies, improving client engagement.
- Managed resources and budgets to streamline project workflows, reducing delivery times by 20% while maintaining project quality.
- Coordinated prospect development through CRM initiatives, resulting in a 15% increase in the client base.

*Project Manager* | 2018 - 2021

- Managed multi-channel marketing projects for luxury and consumer goods clients, ensuring project goals were met within deadlines and budgets.
- Collaborated closely with clients to define their unique brand positioning, delivering tailored branding solutions.

## EDUCATION

*Rome Business School*

Master in International Marketing and Sales | 2024 - 2025

*Universidad Claustro de Sor Juana*

Bachelor's Degree in Art History | 2011 - 2014

## CERTIFICATIONS

- Advanced Digital Marketing Course | Google Digital Garage (2024)
- Google Analytics | Google Academy (2024)
- Google Project Management | Google + Coursera (2024)
- Master Digital Marketing & Business | Max Business School (2024)

## LANGUAGES

- Spanish: Native
- English: Fluent (C2)
- Italian: Intermediate (B2)

<https://www.linkedin.com/in/laurahbazan/>

me@laurahbazan.com

+39 345 854 05121 | Rome, Italy

I am a dynamic, proactive Marketing, Operations and Project Manager with a background in branding and digital marketing. My experience managing cross-functional teams, coordinating large-scale projects, and delivering impactful results aligns with an innovative approach to merging online and offline experiences. I thrive in dynamic global markets and am passionate about expanding brands internationally.

## KEY SKILLS

- Project Management & Multidisciplinary Team Leadership
- Technical understanding of the principles of web builds, deployment process and content management system (CMS).
- Budget Management & Resource Optimization
- Deadline-Driven and Organized
- Project management tools: Trello and Asana
- Problem Solving & Cross-Functional Collaboration
- Experience with Mac Software
- Advanced skills in Excel, PowerPoint and Canva.
- Tracking work plans and performance metrics