



# NICOLE DORSCH

FOUNDER AT NOMAD TAKEOFF | SOCIAL MEDIA MANAGER 📍 BARCELONA, SPAIN 📞 +34670905925

## ◦ DETAILS ◦

Barcelona, Spain  
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Nationality  
Argentinian/ Italian

## ◦ LANGUAGES ◦

Spanish; Castilian

English

Italian

## ◦ SKILLS ◦

Inbound Marketing

Content Creation

Email Marketing

Copywriting

HTML & CSS

## 👤 PROFILE

5 years of social media marketing experience. I've created organic TikTok content that garnered 20k views and 1600 likes. Collaborated with influencers (+20k followers) and generated more than 10k leads.

## 📁 EMPLOYMENT HISTORY

### Founder at Nomad Takeoff

November 2022 — Present

A digital community of digital nomads that provides tips and tricks for travelers.

-Generated over 43k+ views and 2000 likes on TikTok through organic content in a period of 6 months.

-Created content and engaged with the community on Instagram with posts receiving 150k+ views and 1k+ likes.

### Social Media Manager at Virtual Latinos , Canada

January 2022 — Present

Collaborate with a Fitness Coach who has over 20K followers on Instagram.

-Created digital graphic content and written copy for 100+ posts for Instagram, Facebook and Tiktok. Reached out to 20k+ leads to engage with them.

-Scheduled posts, moderated comments, and monitored communities on Social Networks.

-Managed and analyzed the performance of email marketing campaigns using MailChimp, including follow-up communication and results tracking.

-Prepared and optimized advertising content for paid social campaigns (Meta Ads).

### Social Media Manager at Harebell, United States of America

February 2021 — January 2022

Sustainable fashion e-commerce based in Los Angeles.

-Developed PR strategies directly with the CEO and established direct contact with +10 U.S. influencers to increase visibility and drive sales for the online store.

-Conducted market research within the field of sustainable fashion in the U.S.

Optimized campaigns of paid search and paid social across Google ads and Meta ads.

-Promoted the brand by coordinating marketing materials including website content and email campaigns (MailChimp) to ensure a cohesive e-commerce brand image.

### Marketing & Social Media at Steelpro, Argentina

May 2019 — April 2021

Door and window systems distributor based in Buenos Aires.

-Oversaw all marketing operations for the company and led a team of 2.

-Automated CRM journeys (Hubspot) and reviewed them to identify areas for improvement. I Built and managed customer segments, workflows, and automations to improve lead conversion, customer retention, and upsell opportunities.

-Implemented Paid Search Campaigns within the Google Ads. Analyzed data using Google Analytics and conducted A/B tests to increase sales.

### Social Media Manager at Indicios PR, Argentina

June 2018 — May 2019

Headed content on both the agency's and clients' social networks.

-Managed social media accounts for 3 e-commerce brands and executed successful social media marketing campaigns focused on Facebook Ads and Google Ads to increase brand awareness.

-Worked with YouTube influencers and produced weekly newsletters for the agency and 3 clients using MailChimp and Wordpress

## ◦ TOOLS ◦

MailChimp

Hubspot

MetaAds

SEMrush

Adobe Pack

-Built a database (Excel) with competitors and created a Market Research Report.

### **Digital Marketing Specialist at Universidad de Palermo, Argentina**

December 2014 — July 2017

Collaborated with a team of Professors to enhance their marketing strategies.

-Developed and executed marketing campaigns using Google AdWords, Hootsuite, MailChimp, Google Analytics, and SEMrush.

-Conducted market research and analysis to identify market trends and tailor campaigns to meet the needs of the target audience.

-Moderated online discussions and created visual aids using PowerPoint and Canva.

### **Marketing Event Coordinator at Universidad de Palermo, Argentina**

August 2014 — December 2014

Organized a live-streamed organic food experience in Buenos Aires. The event was attended by 35 guests, including journalists and media representatives.

-Coordinated the pre-production and production of the event, including the selection of the venue, approving guests, catering, and timing. Curated topics and select speakers that guarantee the event's success.

-Promoted event and sponsorships to reach a wider audience.

## 🎓 EDUCATION

### **Bachelor in Public Relations , Universidad de Palermo, Argentina**

August 2014 — November 2019

Graduation Project:

Conscious BA. Alliance for Governmental Social Responsibility.

Grade: 8.00

### **Public Relations Analyst, Universidad de Palermo, Argentina**

August 2014 — August 2018

## ⚙️ COURSES

### **SEO Foundations , National Association of State Boards of Accountancy**

December 2022 — December 2022

### **Copywriting , Luzzi Digital**

May 2022 — October 2022

### **Adobe Lightroom, Skillshare**

February 2022 — February 2022

### **Ecommerce, Google Activate**

July 2019 — July 2019

### **Digital strategy and action, Babson College**

June 2018 — June 2018