

# HAROLD

# MOSQUERA

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## WORK EXPERIENCE

**CRM Executive,**  
**Betway, London, UK**  
**Since March 2020**

- Reporting to Betway's Online Casino:
- Managing retention campaigns for the Mexican market from beginning to end.
  - Liaising with creative and design teams to execute localised promotions.
  - Running multiple Salesforce journeys on a daily basis.
  - Forecasting.
  - Weekly and monthly Tableau reports with subsequent analysis.
  - Customers' queries resolution via Dynamics.

**Freelancer,**  
**[www.haroldmosquera.co.uk](http://www.haroldmosquera.co.uk)**  
**Since September 2019**

- By running my business in copywriting, I have worked with two clients:
- SEO and content creation for Silk Worldwide, a Houston-based tech company.
  - Content localisation and copywriting for Spain to Envigo, a marketing agency based in London.

**LatAm Copywriter (Remote)**  
**LatAm Content Analyst (Full time),**  
**Adapt Worldwide, London, UK**  
**October 2018 - September 2019**

- SEO content creation for 15 Spanish speaking countries.
- Edition of copywriters' content based on brand guidelines.
- Communication with freelancers to coordinate deliverables.
- Use of Contentful and Wordpress to submit final articles.

**Communications Coordinator (Internship),**  
**Front Group LTD., London, UK**  
**May - September 2018**

Management of social media campaigns and customer acquisition for the 4th Modern Slavery and Human Rights in Supply Chain Conference.

**Customer Service Representative,**  
**Cencosud S.A., Bogotá, DC, Colombia**  
**2017**

Management of national crisis and communications with customers from two of Colombia's biggest retail brands:  
[www.tiendasjumbo.co](http://www.tiendasjumbo.co) and [www.tiendasmetro.co](http://www.tiendasmetro.co)

**Corporate Communications Officer**  
**Trencadis Innovación, Bogotá, DC, Colombia**  
**2016**

Planning, monitoring and executing communication campaigns to increase collaborative work among employees at Carvajal Group.

**Regional Community Manager,**  
**EXPRESS, Bogotá, DC, Colombia**  
**2016**

Brand reposition of a US fashion brand within five Latin American countries through content localisation.

**Customer Service Analyst (Internship),**  
**Cencosud S.A., Bogotá, DC, Colombia**  
**2014-2015**

Support to the Head of Customer Service through periodic reports and coordination of both: call centre and digital media queries.

## EDUCATION

**Master of Science (Merit),**  
**Marketing and Corporate Communications**  
**Middlesex University, London, UK**  
**2017-2018**

**Exchange student**  
**University of Helsinki, Finland**  
**2015**

**BSc Media and Communication (Merit)**  
**Santo Tomás University, Bogotá, DC, Colombia**  
**2010-2015**

## SKILLS

**Languages:** English, Spanish and basic French.  
**Others:** Salesforce, Tableau, Google Analytics Qualification, Moz, Ahrefs, Office (Word, Excel and Power Point), Adobe (Photoshop, Illustrator, InDesign and Audition), Hype software, creative writing and corporate communications.