

Kim Albarràn

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DIGITAL MARKETING MANAGER

www.managerdigitalmarketing.ch

Versatile Digital Marketing Manager with a track record of enhancing brand visibility and engagement across Luxury Retail, Hospitality, Pharmacy, and Education sectors. Skilled in content creation, SEO optimization, and multilingual communication. Eager to transition to a full-time, in-house role to apply innovative marketing strategies.

Professional experiences:

• **DIGITAL MARKETING CONSULTANT (kimalbarran.ch)** Lugano, Switzerland 06/2016 to date

Supported and helped entrepreneurs from various industries harnessing digital marketing for lead generation.

AVU Luxury Wines (Fabio Cattaneo): Crafted a digital marketing strategy facilitating inbound client acquisition.

- Oversaw in-house content creation to boost responsiveness, align brand identity, and optimize costs.
- Developed an SEM strategy blending SEO insights for enhanced natural and paid search outcomes.
- Strategized social media leadership to build audience awareness and trust.

TENACI Swiss Food Supplements: Identified opportunities and developed customer acquisition strategies.

- Implemented AI-driven automations systems to seamlessly convert prospects into loyal customers.
- Designed a state-of-the-art, responsive sales funnels and conversion tools compliant with GDPR.
- Established and managed social media profiles to attract potential clients.

DAHRA Luxury Flowers: Supported Maurizio Romano's vision to solidify DAHRA as a formidable luxury brand.

- Developed custom AI-driven automations, enhancing customer acquisition through social media.
- Directed and generated state of the art content for brand awareness, & customer conversions.
- Formulated various targeted marketing campaigns for effective lead generation.

• **PORTRAIT SCHOOL (portraitschool.ch)** Lugano, Switzerland **Chief Marketing Officer** 03/2021 to date

First school dedicated to photographic portraiture, by leveraging A.I I rapidly developed all essential digital assets.

- Conducted a comprehensive market study, formulating a digital marketing strategy based on the insights.
- Crafted and executed an integrated SEM (SEO & SEA) strategy, enhancing both organic and paid traffic.
- Created and deployed a streamlined sales funnel, merging automation with CRM for efficiency.
- Led digital asset development & ad campaigns on Meta, enhancing lead generation.

• **LES SOLUTIONS INFORMATIQUES** Nice, France **Founder** 11/2009 until 06/2016

IT solutions tailored to businesses, notably, I've assisted real estate agencies in developing web apps.

- Managed and promoted E-Commerce across various platforms (Facebook, Google, Instagram).
- Enhanced online visibility through a blend of organic and paid strategies, utilizing both SEO and SEA.
- Rolled out a commercial employee monitoring tool to track & evaluate employee activities and performance.
- Offered specialized training on software suites like Adobe, MS Office, CRM tools and Google ads campaigns.
- Developed and managed responsive websites with E-commerce and E-mail marketing campaigns.

• **CAISSE D'EPARGNE (BANK)** Antibes, France **Client Consultant** 02/2011 until 11/2014

Major French retail bank renowned for its comprehensive banking and insurance services.

- Oversighted clients' portfolio performance, conducting reviews, and adjusting financial plans as necessary.
- Recommended suitable financial products (loans, investments, insurance), ensuring clear understanding.
- Assessed client finances, goals, and risk to deliver tailored advice, ensuring satisfaction.

Core competences:

- Multilingual Communication
- User Experience Optimization
- Digital Assets Creation
- Social Media Marketing
- E-commerce
- Web Content Creation
- S.E.O & S.E.M
- Content Creation
- E-mail Campaign
- Conversion Rate Optimization
- Graphic Design
- Digital Marketing
- Brand Development
- Data Analysis
- Ads Management

Certifications:

- **BANKING & FINANCE BACHELOR**

Study of financial systems, banking operations, investment strategies, financial planning, market dynamics, and the regulatory environment governing financial institutions.

- **BANKING CERTIFICATION**

The certificate attests to the status of a practitioner with solid knowledge in the banking sector, in-depth knowledge of the legislation.

- **OTHER CERTIFICATIONS**

Adobe Premiere Pro CC, Adobe After Effects CC, Adobe Photoshop CC, Adobe Lightroom CC, Dimensions & Dreamweaver, Google Ads, Google Analytics, Search Engine Optimization (SEO), Machine Learning, HTML, Google Cloud Platform, Microsoft Excel, Final Cut Pro.

Languages:

- **English (Fluent)**

My fluency is proven by my work experience in exclusively English-speaking environments.

- **Italian (Fluent)**

My proficiency, was formally developed at ILI School in Lugano. Working with various Swiss-Italian companies has solidified my ease with the language.

- **Spanish (Fluent)**

With over seven years of residence in Mexico, collaborating with multiple local firms, my tenure as a trainee at a company specializing in political campaigns notably enhanced my communication precision.

- **French (native)**

Having spent the majority of my time in Nice, a coastal city nestled between Monaco and Antibes, French has become my strongest language.

- **German (learning).**

My wife hails from a city near Düsseldorf, Germany, which has motivated me to learn German for effective communication with her family, a language I am currently studying.

Other information:

- **Books I've written**

I have authored two books: "Succeed in Portrait Photography", where I delve into mastering digital marketing within Switzerland's competitive market. My second book, "Click, Connect, Convert," provides entrepreneurs with a step-by-step guide to creating value for their customers and building effective sales funnels.

- **Hobbies**

Embracing **fatherhood** and its accompanying efficiencies has profoundly transformed my approach to work-life balance. The birth of my son, Nikita, redirected my entrepreneurial zeal towards a more harmonious family-centric career path. My passion for **travel** serves as a fertile ground for **creative** marketing ideas. Experiencing customer-centric cultures in the U.S has highlighted the significance of client satisfaction, while my **explorations** in London have refined my expertise in crafting exceptional, audience-specific experiences. In Vietnam, the emphasis on genuine customer relationships and the principle of reciprocity was a masterclass in heartfelt communication, teaching me lessons in business and life. **Education** is a joyous part of parenting for me. I adopt a strategic **communication** style that navigates challenging moments with gentleness, avoiding confrontation.