

Pedro Villavicencio

Marketing Specialist

With over 6 years of experience in the marketing field, I specialise in planning and executing strategic campaigns. I hold an MSc in Marketing & Communications from Birkbeck, University of London. With a proven track record in content strategy, influencer collaboration, and data-driven optimization, I thrive on the challenges of creating compelling narratives that resonate across diverse platforms. I am passionate about bringing creativity, strategic thinking, and empathetic understanding to every project.

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Experience

Acquisition & Retention Specialist at Philip Morris International (FTC) | Sept 2023 - Jan 2024

Strategic Marketing

- Developed strategic plans to implement brand-new products in the smoke-free category and designed an effective customer-centric journey roadmap, resulting in a 20% increase in customer sales measured through recurring purchases.
- Increased customer acquisition by 23% through the right communication channels, including social media and website.
- Implemented innovative retention strategies, leading the development of an app resulting in a 15% increase in customer retention.

Project Management / Communication/ teamwork

- Collaborating with cross-functional teams to execute launching events, leading a team of four individuals from intern positions and to mid-senior coordinator roles increasing their productivity and influencing their passion for achieving team goals.
- Created and implemented the content calendars and KPIs to align with the business objectives.

Brand Identity Management

- Oversaw the production of digital promotional assets, optimizing copywriting, video, photography, and press releases, ensuring adherence to tone of voice and international guidelines brand book.

Marketing Specialist at Forster Chase Corporate Finance | Jun 2023- Aug 2023

Business Development

- Assisted in the implementation of CRM tools, identifying and optimizing new business opportunities through effective prospecting, networking, and recognizing upsell and cross-sell opportunities.

Communication improvement

- Strengthened the brand message for all text copy and images used across all marketing channels for different services including M&A (Mergers and Acquisitions), Fundraising, and Executive Search, resulting in a 10% increase in website visits
- Developed supporting materials including product sheets, case studies, email campaigns, and presentation decks.
- Instructed the executive esearch team on creating engaging video content for impactful presentations.

Regional Brand Manager at Luminova Pharma Group | Jan 2022- Sept 2022

Business Development

- Developed a strategic marketing plan around micro-influencers, resulting in a 23% sales increase.
- Established loyalty strategies with key stakeholders, achieving a 3 to 5% monthly growth.
- Implemented SEO/SEM campaigns for enhanced online visibility and increased website engagement.
- Collaborated with cross-functional teams for effective execution of multi-channel campaigns.

Social Media Coordinator at International Justice Mission | Sept 2019 - Jan 2022

Digital media achievements

- Engaged with the online community through a compelling narrative that resonated with donors, showcasing the tangible impact of their contributions, raising fund in 12%
- Conducted A/B testing campaigns and analyzed data to enhance performance.
- Implemented a digital budget, contributing to increased sales through detailed sales analysis.
- Enhanced the organization's website using CMS and leveraged social media platforms for increased visits.

Education

MSc in Marketing and Communication | 2022 - 2023

Birkbeck, University of London

Dissertation: Influencer marketing in the Over The Counter (OTC) market: Consumers' perceptions of influencer messaging.

MSc in Administration and Marketing Management | 2015

Universidad Galileo

BA in Graphic Design | 2008 - 2014

Universidad de San Carlos

Additional Certificates

Meta Certified Digital Marketing Associate | Meta
Project Management for Development Professionals | EdX
Project Management: Professional Certificate | Google

Languages

- English (Bilingual) • Spanish (Native)

Skills

- Communication
- Strategic Marketing
- Project Management
- Digital Marketing
- SEO / SEM
- Graphic Design
- Social Media Management
- Lead Generation
- Market Research
- Copywriting
- Organizational Skills
- Teamwork

Tools

- MS Office Suite
- Adobe Creative Suite
 - Photoshop
 - Premiere Pro
- Google Analytics
- Salesforce CRM
- Hootsuite
- Hubspot
- Zoho CRM
- Shoppify
- Microsoft Teams