

# Jilma Batista

Marketing  
Specialist

## CONTACT DETAILS

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## PROFILE

I am a marketing specialist with over 10 years of experience working in the companies from different industry. My work focuses on marketing, digital marketing, social media strategies, marketing research and marketing strategy.

## SKILLS

- Marketing
- Social media strategy
- Web content & development
- Copywriting
- Corporate blogging
- Layout design
- Market research

## EXPERIENCE

### Marketing & Communication Coordinator

Galindo, Arias & Lopez | Mar 2016 - Aug 2020

- Strategic planning and budgeting
- Develop management and process indicators
- Brand Management
- Ranking research for Legal Directories

### Marketing Manager

PROCASA | Mar 2015 - Mar 2016

- Brand development
- Strategic planning, budgeting, and management.
- Coordination and management of marketing activities, advertising, and corporate image.
- Event planning and management

### Marketing & Communications Coordinator

SOLUSOFT | JAN 2011 - MAR 2015

- Marketing Strategy and promotion
- Internal and External Communications
- Customer Services

### Administrative Assistant

AMCHAM | OCT 2008 - JAN 2011

- Customer Services
- Committee Coordination
- Committee projects support
- Event and seminar support
- Development and edition of AMCHAM News

## EDUCATION

### Specialization in Management Skills

The Georgetown University | 2019  
Panama

### MBA Specialization in Marketing

Lindenwood Univesity | 2013 - 2014  
Missouri

### Posgraduate in Administration

Universidad del Istmo | 2011 - 2013  
Panama

### Bachelor in Journalism

Universidad de Panama | 2002 - 2010  
Panama

## AWARDS

### Excellence Scholarship

Ifarhu-Senacyt | Aug 2013