LOLA TASA SANCHIS

E-commerce SEO & Marketing Automation Specialist

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EDUCATION

Master's in Digital Marketing
ESIC Business & Marketing School, Valencia, Spain
2025 – 2026

BA English Language and Literature
University College Cork, Ireland
2022 – 2025 · First Class Honours (1:1)

Caxton College British Boarding School, Valencia
International A Levels: A* English, A History, A* Spanish

SKILLS

- E-commerce SEO
- Google Search Console and GA4
- Content creation and social media management
- Marketing automation and AI workflow design
- Customer service and B2B marketing
- Teamwork and team leadership
- Conflict resolution and organisation
- Tools: Meta Business Suite, Canva, CapCut, Excel, Claude Code
- Own vehicle and valid driving licence

CERTIFICATIONS

- HubSpot Academy: Digital Marketing (2026)
- Google Analytics 4, Skillshop (2026)
- Make Foundation (2026)
- Semrush SEO Crash Course (2026)

LANGUAGES

English: native (GCSE and A-level qualifications)

Spanish: native

PROFILE

Digital marketer combining creativity, data and technical execution. Experience in e-commerce SEO, social media management, content creation and marketing automation, backed by a First Class Honours degree in English Language and Literature from University College Cork and a Master's in Digital Marketing from ESIC. Bilingual (English and Spanish).

WORK EXPERIENCE

Marketing and Ecommerce Assistant – Perfumarte

September 2026 – present

- Work on the SEO of the e-commerce store after its migration, alongside the development team.
- Built the SEO structure of the e-commerce blog and wrote and optimised 10 posts monthly, most ranking in positions 2–3 on Google (Search Console).
- Implement AI tools in the in-house HR platform to classify candidates and their qualifications.
- Built a Make automation for B2B outreach: personalised quarterly emails from a Google Sheets list (now running).
- Created a Gemini tool that turns photos and floor plans into photorealistic store renders in about 2 hours, versus 2–3 days in AutoCAD.
- Support the development team with website mockups and creative design using Claude Code.

Marketing Assistant (part-time) – SpainU

February 2026 – July 2026 · Valencia

- Launched the brand's TikTok from zero: strategy, scripts, filming and editing (CapCut Pro, Canva Pro) for educational, lead-generating content.
- Averaged a 3.09% engagement rate and reached 5,394 users in the first month.

Social Media and Communications Consultant – MyTrencher

September 2025 – October 2025 · Valencia (hybrid)

- Created the brand identity of an early-stage student–employer startup from scratch.
- Launched a bilingual "Did You Know" series based on sources such as The Guardian and Eurostat, raising average post engagement by 30% in two months.

Public Relations Officer – UCC Kaizokucon 2025 (Event Staff and Public Relations Officer)

Kaizoku Con, part-time · September 2024 – September 2025 · Cork

- Ran social media for a student-run charity convention (6,000+ followers) and coordinated with the guest team for panels and events.
- Guest-intro posts with voice actors, themed to the convention, drove 180% more engagement than regular posts.
- Previously part of a 50-student team organising an event with 3,000+ annual attendees.

Social Media Manager – UCC Careers, University College Cork

October 2024 – June 2025 · Cork (hybrid)

- Managed social accounts with 10,000+ global followers, producing content on employment and institutional events.
- Created the "Top Tip Thursday" series with careers consultants, lifting likes and saves by 88% versus regular posts.
- Coordinated events through the Careers Connect platform, managed the institutional email and followed up with employers including Irish Distillers, USIT, KPMG and Microsoft.

Founder, Content Creator and Social Media Manager – 2 Broke Roomies Podcast

September 2023 – January 2025 · Cork

- Founded a student-life podcast, built its brand, designed episode teaser posters and ran its Instagram and TikTok for multicultural audiences.

Earlier: English Language Tutor, freelance (Jun–Sep 2022); Afterschool Teaching Assistant in Spanish and English, Fundación Periferia (Sep 2020 – May 2022).

REFERENCES

Available on request.