

# FABIOLA DEL NOGAL, MSC.

Growth Marketing Manager | B2B Sales Leader | Key Account Manager

With over 4 years of experience in account management across B2B sales, influencer marketing, and CRM strategy, I bring a versatile skill set in client relations, negotiation, and data-driven decision-making. I thrive in high-pressure environments, consistently meeting sales and marketing objectives through CRM implementation, strategic consultation, and stakeholder collaboration. My expertise includes managing small to mid-scale campaigns, streamlining processes, and building lasting business relationships. Experienced in navigating diverse industries, I excel in dynamic roles that require adaptability, cross-team coordination, and a results-driven mindset. Passionate about continuous improvement, I seek opportunities to drive innovation and enhance customer engagement and retention

## Experience

### - PUBLICIS GROUPE

CRM Account Manager  
Jan 2024 - Present

Fully remote and client facing account manager responsible for ensuring the end-to-end management, analysis, and scaling of influencer marketing campaigns to drive new user acquisition through diverse social media platforms. Specialized in CPA, CPM, CPC, and ROAs performance metrics analysis. Additionally tasked with managing ad hoc projects and streamlining processes, including the implementation of a new CRM system and user onboarding structure. Reported directly to the Client Service Director, COO and CEO depending on the project scope.

### - MAKRWATCH

Account Manager  
Oct 2021- Oct 2023

Fully remote and client facing account manager responsible for ensuring the end-to-end management, analysis, and scaling of influencer marketing campaigns to drive new user acquisition through diverse social media platforms. Specialized in CPA, CPM, CPC, and ROAs performance analysis. Additionally tasked with managing ad hoc projects and streamlining processes, including the implementation of a new CRM system and user onboarding structure.

### - STAMEGNA RETAIL MANAGEMENT

Category Manager | Team Leader  
Oct 2020 - Oct 2021

Create, build and maintain Stamegna's partnerships with FMCG manufacturers, introducing them to our B2B services. The role involved the management of 8 sales representatives to assist them in achieving individual and corporate sales targets.

Senior Commercial Representative  
Oct 2019 - Oct 2020

Drive sales growth through targeted email outreach and participation in networking events. Orchestrate strategic meetings and delivering customized sales presentations to potential clients

Commercial Representative  
Feb 2019 - Oct 2019

Engage with Export Managers in French and Hispanic markets, expanding our network with effective sales strategies and facilitating their entry to new markets

## Education

### - ROME BUSINESS SCHOOL

MS Fashion Management  
Building key competences to excel in roles that require a blend of creative vision, business acumen, and strategic thinking in the fashion and luxury sectors. Focused in brand positioning, brand image, and customer experience.

### - INTERNATIONAL BUSINESS SCHOOL

Bachelor of Marketing & Management  
Project Management, Corporate Communications and Public Relations, Human Resources, Organisational Behaviour, Marketing.

## Skills

- Microsoft Excel, Google Sheets, MS PP
- Project Management & CRM tools
- Account Management
- Cross-team Collaboration | monday.com
- Data Collection & Analysis
- B2B Sales & Business Development
- Innovative Problem Solving
- Customer Success Management

## Languages

English	Spanish	French
C2	C2	B2