

Andrik Reynaldo Santos Maradiaga

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📍 Honduras, San Pedro Sula

Academic training

EUDE, European School of Business Management

Master in Marketing and Commercial Management,

National Autonomous University of Honduras

Bachelor's Degree in Administrative Informatics

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Spain, Madrid

(2021 - 2023)

Honduras, S.P.S

(2012 - 2019)

Professional profile

I am a passionate professional with more than 10 years of experience in the field of Marketing and Commercial Management. I have a Master's Degree in Marketing and Commercial Management, as well as a Bachelor's Degree in Administrative Informatics. My main focus is the success of my team, the dissemination of knowledge and customer satisfaction. Throughout my career, I have led and executed strategic projects that have had a very notable impact on the improvement of the companies where I have worked.

My skills in data analysis and technology management allow me to design and implement highly effective digital strategies. My deep knowledge of computers and technology enables me to use advanced tools in the field of digital marketing. I speak Spanish and English fluently, allowing me to communicate and collaborate effectively in a global environment.

I am committed to constant learning and maintain my passion for marketing and business management, always looking for new ways to innovate and overcome challenges in the business world.

Languages

Native: Spanish

English: Intermediate

Work experience

Maega Baterías LTH - S.P.S

Data Analytics

(01/09/2022 - Actualidad)

- Increased sales by 20% through business intelligence strategies.
- Supervised projects that optimized efficiency and reduced operating costs.
- Performed data analysis to identify patterns and trends, driving correct decisions.
- Developed and maintained high-quality databases and storage systems.
- Presented reports to senior management, facilitating strategic decision making.
- Developed and executed customer loyalty strategies that increased customer retention by 25%.

Maega Baterías LTH - S.P.S

Community Manager Senior

(17/11/2020 - Actualidad)

- Achieved a 30% increase in participation on social networks through effective digital strategies.
- Monitored metrics and made adjustments to optimize results.
- I created attractive content and managed successful advertising campaigns.
- Researched the market and provided valuable information for strategic decisions.
- Designed and executed campaigns that improved the conversion of leads into sales, contributing to a notable increase in the company's income.
- Implemented digital marketing strategies that increased the company's visibility online and generated a 30% increase in web traffic.

Maega Baterías LTH - S.P.S Support IT Regional (17/12/2019 - 07/08/2020)

- I identified opportunities for improvement in the technological infrastructure and proposed innovative solutions to optimize efficiency and reduce costs.
- I collaborated in the implementation of new technologies and tools that improved productivity and collaboration within the team.
- I was responsible for the evaluation and selection of cutting-edge software and hardware to keep the organization up to date with the latest technological trends.
- Led IT innovation projects, such as the adoption of next-generation cloud, virtualization and cybersecurity solutions.
- Promoted a culture of continuous learning among the systems team, encouraging the acquisition of new skills and adaptation to technological advances.

Gildan – Río Nance, Choloma Cortés Support IT Regional - Práctica Universitaria (03/06/2019 - 11/10/2019)

- Monitored the network and participated in the implementation of Office 365 and BrightSign devices for internal communication.
- Managed the computer equipment and active directory, maintaining an efficient work environment.

Inversiones Chris - S.P.S Jefe de Informática (05/01/2016 - 30/01/2019)

- I guaranteed the uninterrupted operation of the network and technological infrastructure.
- Provided high-quality technical support and improved user satisfaction.
- Supervised regional areas to maintain efficient operations.
- Performed preventive maintenance and resolved faults efficiently.
- Collaborated closely with other departments to identify opportunities for process automation and optimization through technology.

Techo Honduras - S.P.S Web Manager (01/03/2018 - 04/09/2018)

- I was responsible for ensuring the uninterrupted operation of all websites under my responsibility. This included monitoring servers, managing updates, and efficiently troubleshooting issues to ensure a smooth online experience.
- I carried out a rigorous preventive maintenance program to avoid possible technical problems on the websites. Additionally, I effectively resolved any bugs or incidents that could affect the availability of the sites.

Personal skills

Communication	Leadership	Teamwork	Time Management
Problem resolution	Adaptability	Technical Skills	Analytical Skills
Customer orientation	Languages	Creativity	Project Management

Technological Skills

Cloud Computing	Digital Marketing	Data Analysis
Technology Management	Cyber Security	Business Intelligence
Storage Systems	Database Administration	Digital Marketing Tools

Technical skills

advanced Excel	Project Management	Power BI	Office 365
Internal Communication Systems			