Ana Idrogo Guevara

E-commerce & Content Specialist

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PROFILE

Communications professional with 7+ years of experience in digital marketing, e-commerce, social media and content creation across Spain and Peru, in-house, at an agency and as a freelancer. I combine a creative eye (concept, filming and video editing, art direction) with a business focus (TikTok Shop, Amazon, paid media and sales analysis). I have worked with fashion, beauty and wellness, healthcare, transport, real estate, cultural and film brands. Degree in Communication, Master's in Art Direction and Higher Technician in Marketing and Advertising.

PROFESSIONAL EXPERIENCE

E-commerce & Content Specialist · La Tienda del Humor · Madrid, Spain — **Feb 2026 – present**

- Run TikTok Shop for 5 brands with vertical video, LIVE shopping, TikTok Ads, coupons and flash deals: monthly revenue grew 6x and the main brand grew its sales more than 7x.
- Launched one brand's TikTok Shop store from scratch: registration and verification, catalogue, logistics, TikTok account linking and first sales.
- Manage Amazon Seller Central (product listings and optimisation), Wallapop and Vinted.
- Create, film and edit content; manage stock and returns and prepare sales reports in Excel.

Marketing Manager · Awana Confecciones · Peru — **May 2022 – Oct 2023**

- Defined the content strategy and launched 2 collections (school uniforms and workwear) with a multichannel strategy, Meta Ads and email marketing.
- Own creative direction: photo shoots, lookbook, reels and AI-generated videos.
- Prepared sales decks and presentations and managed the direct client relationship.

Community Manager · Ecovalle · Peru — **May 2021 – Sep 2021**

- Social media management and content creation for the brand.
- Website updates and maintenance in WordPress.

Content Creator · Genexidu (marketing agency) · Peru — **Dec 2019 – Jul 2020**

- Created content and planned editorial calendars for several client brands at once, including real estate brands.
- Managed the direct client relationship and coordinated the Marketing team for two months.

Communications & Audiovisual Content Assistant · Museo Tumbas Reales de Sipán · Peru — **Jan 2019 – Sep 2019**

- Covered live cultural events with interviews and live streams for social media.

Social Media Manager · Taxi Pinos Seguro · Chiclayo, Peru — **Dec 2018 – Apr 2021**

- Launched the new version of the app, which let riders negotiate the fare with the driver: 28,000+ rides in 4 months.
- 360º campaign: local TV, digital campaigns, street activations and a brand character whose reels reached 49,000 accounts in one month.
- Covered 6 promotional events a year on social media and managed community conversations and sensitive situations with users.

Social Media Manager · María Bonita Salón & Spa · Peru — **Jul 2017 – Nov 2018**

- Brought new clients to the brow and lash service, which customers only associated with nails and pedicures, through videos and influencer collaborations.

FREELANCE PROJECTS

Healthcare · 2 years

Medical, paediatric, gynaecology, dental, podiatry and diagnostic imaging clinics (Clínica Millenium, Kidsalud, Masana Odontología Láser, among others): video interviews with doctors, Meta content, Meta Ads and TikTok Ads campaigns, posters, banners and influencers.

Beauty & wellness · 3+ years

Hair salons, spas and saunas (Antonio Carlos Sauna & Spa, Víctor Manuel Peluqueros): service videos and influencer collaborations to boost sales of specific services.

Film & audiovisual

Art direction for the Colegio San Agustín (Chiclayo) commercial and Social Media Manager for the short film "Checoslovaquia".

TOOLS

E-commerce	TikTok Shop Seller Center, Amazon Seller Central, Helium 10, Wallapop, Vinted
Paid media	Meta Ads Manager, TikTok Ads Manager
Marketing	Meta Business Suite, TikTok Business, Metricool, Hootsuite, Google Business Profile, WordPress, email marketing, Excel
Design & video	Photoshop, Illustrator, Premiere Pro, CapCut, Canva, SketchUp, Figma (basic)
Artificial intelligence	Claude, ChatGPT, Kling, Vizcom

EDUCATION

Degree in Communication · Universidad Católica Santo Toribio de Mogrovejo, Peru · 2012 – 2017 · Officially recognised in Spain

Master's in Art Direction · Instituto del Cine Madrid, Spain · 2023 – 2024

Higher Technician in Marketing and Advertising (CFGS) · Centro Cultural Salmantino, Spain · 2024 – 2025

Specialisation in Community Management · Escuela Toulouse Lautrec, Peru

LANGUAGES

Spanish: native · English: A2, working towards B1