



Carolina Román

Digital Marketing & E-commerce Assistant

Marketing student with a strong interest in digital marketing, e-commerce, and content planning. I enjoy understanding what resonates with people and turning those insights into ideas and strategies that drive real results for brands. I have hands-on experience in online sales management and I'm looking to keep growing in data analysis and content optimization.

Contact



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Montevideo, Uruguay

Skills

- Digital Advertising: Meta Ads, Google Ads, Product Ads
- Analytics: KPIs and performance tracking
- E-commerce: Marketplaces and platforms (Fenicio, Shopify, Wix)
- Design: Canva, CapCut
- Microsoft Office: Excel, Word

Languages

Spanish: Native

English: Upper-intermediate (B2)

Education

ORT University

2024 - 2026 | Marketing & E-commerce Analyst (in progress)

High School

2022 - 2023 | Business and Economics track

Experience

WIKIMUSCULOS

E-commerce Assistant

Oct 2025 – Present

Managing e-commerce operations and Mercado Libre, including product uploads and optimization, writing product descriptions, editing images and videos, and running promotions and Product Ads campaigns. Supporting online sales and maintaining the product catalog. Experience working with platforms such as Fenicio.

BALDIVIA S.A

Sales Assistant

May 2025

Provided customer service and personalized assistance, including support for wholesale clients (B2B). Managed stock and organized the sales floor. Prepared and coordinated orders. Developed strong communication, teamwork, and commercial skills.