
PATRICK COLLINS HERREROS

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PROFESSIONAL SUMMARY

I am a second-year **Digital Marketing student** with a strong work ethic, a creative mindset, and a solid foundation in **Economics**. I am passionate about leveraging data-driven insights and innovative digital strategies to create value in the marketing world. I am actively seeking a **work placement starting in January 2025**, where I can contribute to a dynamic team, apply my knowledge, and gain meaningful industry experience.

EXPERIENCE

Concierge, *SOS Property Management Company* — Sept 2024

- Ensure a comfortable, secure, and convenient living experience for residents.
- Focus on assisting residents, managing the building's day-to-day operations, and acting as a point of contact for various services.

Service Staff, *Restaurante El Aljibe* — July 2022

- Delivered excellent customer service in a high-pressure environment.
 - Collaborated effectively with team members to ensure smooth operations.
 - Managed time efficiently during busy service periods to meet customer expectations.
 - Developed strong communication and interpersonal skills by interacting with a diverse range of customers.
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EDUCATION

B.A. in Digital Marketing, *IADT* — Sept 2024 - Present

- Coursework: Content Strategy, Social Media Marketing, SEO, Analytics.

Digital Marketing Certification, *HubSpot Academy* — April 2024

- **Key Competencies:**
 - Content Best Practices
 - Website Optimization
 - Content Creation

B.A. in Economics, *University of Castilla-La Mancha* — Sept 2021 - 2023

- **Key Subjects:**
 - General Accounting
 - Economic Statistics
 - Principles of Applied Economics
 - World Economic History
 - Introduction to Property Law
 - World Economy & Marketing Practices

SKILLS

- **Languages:** Fluent in English and Spanish
- **Digital Marketing:** SEO, Content Creation, Social Media, Website Optimization
- **Customer Service:** Experienced in delivering high-quality service in fast-paced environments
- **Teamwork:** Proven ability to work collaboratively in team settings
- **IT Skills:** Proficient in Microsoft Office Suite (Word, Excel, PowerPoint), Canva, Google trends, Website Development
- **Accounting:** Basic accounting and economic analysis knowledge
- **Presentation Skills:** Strong public speaking and presentation capabilities

ADDITIONAL INFORMATION

- Available for a work placement starting **January 2025**.
- Strong interest in digital marketing, strategy development, and data-driven marketing.
- Open to relocation for the right opportunity.
- References available on request

INTERESTS

- **Emerging Digital Marketing Trends:** Passionate about staying up to date with the latest innovations in social media, content marketing and SEO.
- **Analytics & Data-Driven Marketing:** Enthusiastic about using data to make marketing decisions and improve campaign performance.
- **Travel & Cultural Exploration:** Fascinated by how global cultural trends influence consumer behavior and marketing strategies.
- **Tech & Innovation:** Keen interest in exploring emerging technologies such as AI and their impact on marketing strategies.