

# **Nicola Erlich**

**Owner at Marbella Pulse**

Marbella Area, Spain, , ES

Digital Marketing Consultant

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## **Biography**

Since setting up my first business - the first furniture package company based on the Costa del Sol - in the 90s, my professional life has been rewarding and exhilarating.

As an entrepreneur, I have the freedom to create and mould a professional lifestyle that reflects my skills, passions and ethos;

- being creative
- connecting with people
- providing a service that was previously lacking or underperforming
- showcasing my work ethos for professionalism and going that extra mile in customer service.
- "work like you dont need the money" - with a laugh and a smile.

My latest business, 1on1 Consultancy is a boutique consultancy which has evolved from years of business consultancy and now focuses primarily on Online Marketing and Social Media for SMEs, entrepreneurs and non-profit organisations, creating unique strategies for each business or product as well as coaching & mentoring.

I also run several online websites alongside 1on1 Consultancy, which more often than not are the guinea pigs for any new tools, methods or strategies in Social Media Marketing - an industry which is very much open to interpretation and constant evolution!

I am also currently active in the local community in and around Marbella.

I am the Press Officer for the local charity L.I.V.E. which supports "those less fortunate", namely children's charities in Malaga. In the past 6 months since I took on this responsibility, the charity has dramatically increased exposure and awareness of the cause both online as well as through local press and media.

I also host the local "TweetUp", TweetMarbella which is a cosmopolitan, informal networking group which meets on a monthly basis. This is an opportunity to meet local or visiting people from the popular social networking site, Twitter, for business networking purposes or simply to come along, put a face to the tweets, or chat with others who understand Twitter and its benefits to businesses and individuals.

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## **Industry Expertise**

Public Relations and Communications, Media - Online, Professional Training and Coaching, Business Services, Research, Direct Marketing, Social Media, Information Technology and Services, Writing and Editing, Management Consulting

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## **Areas of Expertise**

Brand Journalism, Roi Digital Marketing, Small & Medium Business Marketing, Digital & Mobile Strategy, Marketing & Branding, Marketing & Corporate Strategy, Marketing & Media Strategy, Brand & Identity Development and Execution, Reputation Management, Reputation Management Strategies, Content Creation, Content Creation/Digital Audience Building, Copywriting, Social & Digital Media

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## **Education**

**University of the West of England**  
Hons Spanish & French

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