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Summary

Over eight years, I have developed extensive experience in the marketing and communication industry through the founding and management of an international media business. My educational experience in Fashion Marketing in New York equipped me to establish the first woman's fashion magazine in Guatemala, creating high quality editorial photography and creative content best suited for the local market. Now, I am searching for a great opportunity to apply my experience and skillset to a position that can align with my passion for media, fashion, graphic design, advertising, and marketing.

Experience

2015 - Present

Founder and Visual Strategist

REVER AGENCY

- Analyze the client needs and create visual and content communication plans.
- Manage the development of photos, graphic design, copy, and images with the team.
- Translate brand goals into a comprehensive social media plan.
- Visualize and organize fashion photoshoots unique to the brand style and image.

2012 - Present

Founder, CEO and Marketing Director

LOOK MAGAZINE

- Created the first print-web media concept for women in Guatemala.
- Led project/event management, sales direction, website development, e-commerce, marketing, public relations, and social media.
- Revised strategic marketing plan and facilitated strategic planning session.
- Generated monthly revenue of \$20,000 and increased company growth by 50% in the first three years.
- Established all social media platforms with loyal Instagram audiences (42,000 followers).
- Published a book of Guatemalan Women Leaders.

2011 - 2012

Store Manager

| BoConcept

- Managed and led the store sales team to meet the franchise merchandise standards, increasing sales to \$75,000 per month and surpassing our store's monthly goals.
- Implemented strategic marketing campaigns to promote seasonal products.
- Created social media strategies for brand management, sales awareness, and lead generation.

2012 - Present

Leasing Coordinator

| Spectrum

- Searched, contacted, and connected with new shopping mall leasing tenants.
- Followed-up and updated expired leases with existing tenants.
- Approved store designs and fronts to meet the mall expectations.
- Coordinated any new store design, development, and construction with shopping mall administration.

2009– 2011

Marketing Coordinator

Emporium

- Designed, developed and relaunched the new store design concept.
- Developed a new type of suit and brand lines to maximize sales.
- Increased revenue sales within 6 months creating a liquidation strategy.
- Managed strategic marketing planning for business units, including marketing collateral, advertising, tradeshow presence, and market research for new business initiatives.
- Created new media (video/multimedia) and strategically managed SEO and web analytics.
- Managed client interactions, community management, blog writing, copy-writing, and brand ideation.
- Maintained a successful marketing strategy through data analysis and evaluating implementations.
- Collaborated with business owner on the creation of the company website and social media pages.

Education

2011

The New School: Parsons School of Design | New York

Associate of Applied Science (AAS) in Fashion Marketing

2010

University "Istmo" | Guatemala City, Guatemala

Bachelors in Communication, Advertising and Graphic Design

Additional Skills

- Bilingual (English and Spanish).
- Project management, leadership, and organizational skills.
- Proficient in management of digital campaigns, email marketing, and social media strategies.
- Facebook Business Ads.
- Computer skills: Microsoft Office, Illustrator, InDesign and Photoshop.

Achievements Awards

- UGAP (Guatemala Publishers Association) – Student Creativity Award
- Lado Creativo (Creative Writing Organization) – Student Award
- Citibank – 2016 Young Entrepreneur of the Year
- Creative Mornings – Invited speaker on bravery
- Women 360 – Invited speaker on women's initiatives
- AGG – 2016 Small Business Manager of the Year Nominee

Interests and Hobbies

- Hobbies: Crossfit, Yoga and Ballet
- Favorite activities: Spa, Massage and Meditation
- Interests: Fashion, Interior Design, Woman Power