

# Maiko Mendoza Cruz

Roberta-Wagnerstrasse 12 • 60596 Frankfurt am Main • Germany

Tel: +49 (0) 69 545 2233 • Mobile: +49 (0) 176 545 2233 • Email: [mmcruz@gmail.com](mailto:mmcruz@gmail.com)

## Summary of Professional Qualifications

- 2 years **work experience** in Marketing and Public Relations
- **Bachelor of Arts**, Communications & Marketing
- **Languages**: **Spanish** (Native Speaker); **English** (Fluent)
- **International experience** and **intercultural skills** (Japan, Chile, Canada)
- Strong **communication** (written and oral) and **analytical skills** with **client focus**

## Education & Training

**International School of Management (ISM)**, Frankfurt, Germany 09/2009 – Present

Degree: Bachelor of Arts – Communications & Marketing

Relevant Coursework: Consumer Behaviour & Market Research, International Trade

Grade Point Average: 1.5/5.0 (A)

Expected Date of Graduation: 07/2012

**Universidad de Granada**, Granada, Spain 01/2011 – 05/2011

Semester Abroad (Spanish Program)

Relevant Coursework: The Spanish Economy, History of Spanish Banking

**Hannah Arendt Schule**, Frankfurt Germany 09/1999 – 06/2008

High School Diploma (A-Levels)

Relevant Course/Project Work: English, *Students Against Water Privatization*

**Bayview Avenue Collegiate Institute**, Toronto, Canada 09/2006 - 06/2007

Exchange Year

Relevant Coursework: World Issues, Canadian History, Organizational Perspectives

## Work Experience

**OGILVY**, Frankfurt, Germany 01/2010 – Present

**Communications Coordinator**

- Organize press conferences, write press releases and brief journalists on major initiatives
- Research, write and distribute communiqués for various media outlets
- Coordinate with internal departments and external partners on communication pieces

**SCWARTZ PUBLIC RELATIONS**, Hamburg, Germany 01/2012 – 03/2012

**Intern, Online Entertainment**

- Designed, wrote text and launched online sites (e.g. website, Facebook) for key accounts
- Negotiated price reductions with external vendors
- Optimized processes, planned and liaised with internal clients and external providers on projects

**BARCLAYS**, London, United Kingdom 06/2011 – 09/2011

**Account Specialist**

- Created and implemented marketing campaigns for management team
- Forecasted and calculated budget plan for campaigns
- Acquired new contracts, maintained relationships and improved client satisfaction with key clients

## **Project Management**

- DHL Project, *Global Business Services*, (ISM, 5th Semester)
- *Students Against Water Privatization*, Hannah Arendt Schule (with Gabriela Mistral School, Chile)

## **Language & Computer Skills**

- **Languages:** German (Native Speaker); Spanish (Native Speaker); English (Fluent); Japanese (Fluent)
- **Computer Skills:** Microsoft Office Suite; SAP

## **International Experience & Intercultural Skills**

- Au Pair, Japan, 2008 to 2009
- Japanese Language Classes (Advanced), 2008 to 2009
- International Project, Chile, 2007 to 2008
- High School Exchange, Canada, 2006 to 2007

## **Leadership Skills & Student Engagement**

- Tutor (ISM), Conversational Spanish, 2010 to 2012
- Vice President, ISM Marketing Consulting Student Association, 2010 to 2011
- Student President, Hannah Arendt Schule, 2003 to 2006
- Camp Counsellor, Onondaga Camp, Canada, 2003 to Present

## **Hobbies & Other Interests**

- Long distance running, summer camp counselling

## **References**

Available upon request.