

Professional Summary

Graduated in Social Communication Degree from the College “Universidad de los Hemisferios” in the Republic of Ecuador. I am an enterprising person, who loves challenges and does not give up easily. Very detailed and self-taught every day and I never stop learning.

Work History

Digital Literacy, 03/2019 to 08/2019

Altice Usa Inc. – Syosset, NY

Digital Literacy

- Worked closely with instructors to prepare online materials, content, and tools to facilitate training students about important and basic subjets Word, Excel, Power Point and the use of internet tools .
- Effectively implemented best training practices and adult learning principles in planning and creation of instructional materials.
- Delivered top-quality training documentation, manuals, and tools about addressing needs of students.

Campaign for the Project “Life Change for Women”

- The Campaign was in order to collect donations, make visible to the brand and attract more benefactors.
- As a team, we work on the network and community management plan so that the campaign makes the brand visible

Corporate Communications Assistant, 03/2018 to 04/2019

Design Republik – City, STATE

Company blog articles

Creation and editing

- Finch Bay Galapagos Lodge Hotel.
- Mashpi Lodge Hotel.
- Ekos Magazine, Orestes Ramos article.

About Inbound Marketing

- Foodies passport.
- Digital Communication: The importance of blogs in SEO.

- Digital Marketing: A basic guide to hashtags

- Web Design: Trending typefaces for 2019.

Brand marketing:

- Strategic communication plan for Design Rpublik.
- Programming grids for internal brand.
- Market research for development of website and brand of Design Republik.
- Case studies references.
- Portfolio References.
- Cover Letter for Design Republik.

Content Marketing for other brands:

- Thematic proposal for the blog of the company "Agrodelly", (Natural Food Products) and its publication on its blog.
- Writing and editing the testimonials section of the Healthcoach Diana Carillo clients for her blog.
- Thematic proposal for Diana Carillo's blog, Healthcoach.
- Timetables classes for "Phisique Wellness Club".
- Creation of the biographical records of the trainers of the "Phisique Wellness Club" gym (Plaza de las Americas, Dan Carlton, Swisshotel, Paseo San Francisco).

Goals:

- Developed and promoted corporate brand, images and identity to media and public.
- Determined target and devised strategic marketing initiatives to reach target audiences.
- Generated new business leads through opning new communication channels, optimizing informative content.
- Converted community contacts into potential clients through networking, consistency and credibility.

Magazine Assistant, 11/2016 to 11/2017

Magazine Razón Y Palabra – City, STATE

Assistant in managing scientific articles of the magazine *Razón y Palabra*.

Responsibilities:

- Management
- Editing
- Layout
- Oral and written communication.

Receptionist , 02/2016 to 02/2017

Universidad De Los Hemisferios – City, STATE

- Interacted with clients to receive direct activities and communicate instructions.
- Greeted incoming visitors and customers professionally and provided friendly, knowledgeable assistance.
- Receive and transfer phone calls.
- Grant academic information.
- Routed incoming mail and messages to relevant personnel without delay and email response.
- Answered questions and addressed, resolved or escalated issues to management personnel to satisfy customers.
- Kept reception area clean and neat to give visitors positive first impression.

Skills

- Social communication
- Advertising
- Community Manager
- Digital Media
- Journalism
- Journalistic Writing
- Reporting
- Public Relations
- Audiovisual Production

Education

Licentiate Degree: Social Communication, 10/2019

Universidad De Los Hemisferios - Ecuador

High School Diploma

Education Unit Pensionado Universitario - Ecuador

Diploma in social sciences

07/2009

School Theodore W. Anderson - Ecuador

2003

School Oswaldo Guayasamin - Ecuador

Accomplishments

Spondylus Award by *Universidad de los Hemisferios* (2019):

- Best interview for Television / Award Judge: Tomás Ciuffardi, Journalist of Ecuavisa, Ecuadorian tv channel.

Magazine *Punto Tlön* (2018):

- Post of my Chronicle in Magazine Punto Tlön "The story of an alcoholic who managed to overcome himself".

Ángeles en 4 Patas Equine Center (2018):

- Post of my 1 minute micro documentary "History of a passion" in the social networks of this equine center.

Spondylus Award nomination by *Universidad de los Hemisferios*:

- Best broadcast journalism with the work of "The Legacy of the Last Icemaker".

Other works:

- Journalism work: Femicide in Ecuador, interviews with victims and authorities about cases in Ecuador.

Certifications

CLAEP (2019):

- Certificate of the Participation in Public Relations in the VIII Meeting of Faculties of Communication and Journalism Accredited in Latin America (CLAEP).

ENGLISH EDUCATION FIRST (EF) (2018):

- Certificate of Achievement en EF Standard English Test/English B2/EFSET LEVEL at San Diego Point Loma, California.

FACEBOOK Blueprint (2018):

- Google Adwords Workshop.
- Tips for journalists on Facebook and Instagram. - Facebook and Instagram course.
- Facebook and Television course.
- Course of advertising ideas for business
- Introduction Course to Instagram.
- Video Reproductions course.