

ALEJANDRA CORTES



Diana Alejandra
Cortes Mesa



Kra 13C N° 165B – 41
In. 3 Cs. 23



Home: 6691123
Mobile: +573193430333



lala_diana@hotmail.com



Bogotá – Colombia



Lalucortes



laladian4.wixsite.com
/dacmbook



PROFILE

Bilingual professional in Marketing and Advertising with 2.5 years of experience in network marketing, event planning and logistics, brand activations, visual merchandising, design and communication graphics for different media (Exhibitions, YouTube, email marketing), benchmarking analysis, telemarketing, tracking of campaigns and/or internal/external clients, management of suppliers and inventory, updating databases, tracking budgets, managing of visa procedures and administrative management. Skills in analysis, resilience, teamwork, achievement orientation, ethics, work under pressure and creativity.



EDUCATION

■ Marketing and Advertising Bachelor

Universidad Politécnico Grancolombiano
February 2014 / Bogotá, Colombia.

■ High school Diploma

Colegio Tomas Alba Edison ETB
December 2009 / Bogotá, Colombia.

Others Courses

Basic French, Smart, Bogotá, Colombia, November 2017.
TOEFL Preparation, Northern Virginia Community College, Alexandria, VA, EEUU December 2016.

Marketing and Advertising



SOFTWARE

Paquete Office

Illustrator

Photoshop

Premier Adobe

Others Courses

English Communication skills, Portland. OR, EEUU, Portland Community College, February 2016.

Advance English, Colombo Americano, Bogotá, Colombia, October 2014.

Advance Excel, Compensar, Bogotá, Colombia, July 2014.

Merchandising: A Communication and Marketing Strategy, Sena virtual, Bogotá, Colombia, March 2014.

Photoshop, Illustrator and Flash course, CompuClub, Bogotá, Colombia, December 2010.



WORK EXPERIENCE

ACHIEVEMENT



Economic Recognition for excellence in the culmination of the cultural exchange program in the year 2017.

ACHIEVEMENT



Successful process with high school students for applying to the Canadian visa.



Creation of video "Study and work in Canada" on YouTube, to make known the program of PCT COLOMBIA.

■ GO AU PAIR

Au Pair

May 2015 – June 2017

Cultural exchange in the United States as Au Pair with children between 0 and 10 years of age and English language student.

■ PCT COLOMBIA

International Education Assistant

January 2015 – May 2015

Event planning support, internal and external customer service, telemarketing and customer tracking, updating and organization of databases and visa processes, market research and competitor analysis, projects and campaigns marketing support, management of suppliers POP, tracking expenditure budget, design of communication graphics for social networks, Email marketing, events etc.



Marketing and Advertising

ACHIEVEMENT



Ekos-Natura brand activations in the cities of Armenia and Pereira.



Responsible for planning and performing the show room for Natura's employers

ACHIEVEMENT



Thanks to the performance, I was chosen to support visual merchandising in different campaigns.



I managed to ascend from sales assistant to full seller weekend, for excellent performance evaluation results.

■ NATURA COSMETICOS LTDA.

Training, Events and Public Relations Trainee
January 2015 – May 2015

Support in the following activities: event planning, relationship actions, brand activations, logistics with the sales force training, supplier management, elaboration and sending of letters of greeting and incentive to the force of Sales, surveys tabulation, database updating, elaboration and shipment of kits for recognizing to the sales force around the whole country.

■ FALABELLA S.A. COLOMBIA

Sales Agent Weekends
July 2011 - August 2013

Visual merchandising support, customer service, cash handling, intangible products sales, merchandise inventory.

■ FREELANCE

Camacol / Currently

Elaboration and design of cards for human talent events (Halloween, new year's eve, anniversary) for the years 2011, 2012, 2013, 2014, 2017.

LANGUAGES

SPANISH
NATIVE

ENGLISH
UPPER
INTERMEDIATE

FRENCH
BASIC

REFERENCES

Available upon request

