



Carolina Isabel Salcedo

MERCADOTECNIA & COMUNICACIÓN

TECNOLÓGICO DE MONTERREY

Profile

Marketing and Communication graduate with solid skills in Digital Marketing and Social Media. As a marketer what drives my interest is the possibility of making a positive impact in society through my work.

IG: isabellsalcedo_103
New Project: Blog
www.isabellsalcedo.com

Contact

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Mexico

Education

Feb. 2016 - Jun. 2016

Marketing Online Strategies
Tecnológico de Monterrey (Miami, Florida)

Aug. 2012 - May 2017

Marketing and Communication
Tecnológico de Monterrey (Cuernavaca, Mexico)

Skills

- Proactive and organized.
- Work Ethic.
- Ability to work under pressure.
- Fluency in Spanish & English.
- Microsoft Excel, Word, PowerPoint, Pages & Keynote.
- Social Media platforms.
- Email Marketing Tools.
- Adobe Photoshop and Illustrator.
- Practical knowledge of Graphic Design and Digital.
- Photography.
- Google Analytics.
- Basic Knowledge of SEO blogging.

Languages

Spanish

English

Portuguese
(beginner)

Courses

May 2015

Kaplan International English School
Whittier College, California

May 2016

Marketing Online Strategies
Tecnológico de Monterrey (Miami, Florida)

Experience

Volunteer as a Brand Manager / AIESEC Morelos

Oct. 2017 - Present

Responsible for:

- the brand attributes in my local AIESEC community in Mexico.
- check that all aspects of the brand are consistent with the same tone online and offline.

Social Media Manager / Tejón Digital

Jun. 2017 - Dic. 2017

Responsible for:

- monitoring Social Media platforms.
- designing content.
- creating monthly Facebook and Instagram analytics reports.
- designing Email Campaigns for customers on a monthly basis.
- planning the Social Media content strategy every month for multiple clients.
- managing a monthly budget for Facebook and Instagram ads.
- managing Google Analytics
- blogging (basic knowledge of SEO)

Social Media Intern / Marketing Reload & Laboratorio Visual

Aug. 2016 - Jul 2017

Responsible for:

- creating and scheduling content on Facebook for multiple clients.
- designing content calendars on a monthly basis for agency's clients.
- creating monthly Facebook and Instagram reports.
- developing online and offline campaigns.
- designing Email Campaigns for customers twice a month.

Film & Industry Office Intern / Miami Film Festival

Feb. 2016 - Jun. 2016

My responsibilities involved:

- general office tasks (ongoing, routine tasks).
- research/update information lists of the participants in the event.
- help with event logistics and registration during the event.

Consumer Behaviour Project / Tecnológico de Monterrey

Aug. 2014 - Dec. 2014

Consumer Behavior Class at Tecnológico de Monterrey, Cuernavaca.

Perform qualitative and quantitative research on the Strongbow Cider beverage.

The following was the information that should be collected:

- How the participants perceive the product.
- What the participants think about the product package/design.
- How the participants identify the personality of the product.
- What are the reasons why the participants would buy the product or not.

Certifications & Diplomas

Working Girls Day Diploma

Oct. 2016 / 2017

ELLE & Universidad Complutense de Madrid

Visual Design Using Adobe Photoshop

Dec. 2016 - May 2018

License: nGNv-XV6G

Kaplan International English School

May 2015

Whittier College, California