**Helena Madrid** 8115-38-92-68­/ hele.madrid@gmail.com

José Alvarado 1000 dep.21 Jardín Español, Monterrey, Nuevo León, México

**EXPERIENCE**

**Societao SAPI de C.V.**, Monterrey, Mexico March 2018 — present

International Sales and Marketing Director - Directrips

* Open the market in Mexico and then opening the market in foreign countries starting in US and Colombia.
* Align and coordinate all the departments within the business to increase productivity and to access new markets.
* Oversee the marketing and sales department.

**Fathom,** New York City - fathomaway.com February 2017 — February 2018

Editorial Intern

* Develop and produce articles for award-winning, online editorial travel publication on a daily basis: researching, fact checking, proofing, photo editing, formatting in html.
* Assist in migrating hundreds of destination guides, itineraries, listings, and stories to a newly designed website and integrating new formatting, photo selection and editing, and testing UX/UI (ongoing: fall 2017).
* Maintain internal industry contacts and data organization: building databases and email communication with hotels, restaurants, shops, travel agencies, and individuals in the travel industry, and presenting survey findings.

**Freeman S.A. de C.V.**, Monterrey, Mexico August 2015 — present

Co-Owner and Marketing Chief

* Oversee all aspects of the luxury leather stationery business, from product development to manufacturing to distribution and marketing. ­
* Analyze sales performance and evaluate new products to add to the line and to new markets in the United States.

**Societao SAPI de C.V.**, Monterrey, Mexico August — December 2016

Functional Conception Assistant - Directrips

* Made mockups to understand UX development and interface of an open-source app for the travel industry. Mockups helped illustrate and understand the app’s performance.
* Worked directly with designers and development teams around the conceptual structure of the app.
* Assisted in planning the marketing strategy for both direct and secondary clients, including setting a social media calendar post-launch.

**Frequentia S.A. de C.V.**, Monterrey, Mexico - <http://frequentia.mx> March — July 2016

Creative Copywriter and Copyeditor

* Brainstormed strategies and campaigns for the strategic marketing agency (clients in architecture, food, legal, construction).
* Developed content for client websites, magazines, 10+ social media feeds, and promotional material.
* Edited in-house blog posts, social media content, and automatic emails.

**Sembrando Letras**, Monterrey, Mexico January 2015 —- December 2016

Director, Coordinator, Teacher

* Redesigned entire program from scratch, dedicated to promote literature and creativity in children with little to no resources.
* Trained and managed more than a hundred of university and worked with around three hundred children each semester.
* Developed best practices for teaching strategies by researching literature and games and approaching professionals with children’s literature backgrounds to learn more about how to promote reading in fun and interesting ways.
* Contacted primary schools to sign up for the program.
* Promoted the program through social fairs and social media.

**I.T. SKILLS**

Microsoft Office Suite**,** InDesign, Photoshop, Illustrator, CMS, Mockingbot, Hootsuite, HTML5, CSS3, Javascript, Java (beginner)

**LANGUAGES**

Spanish (Native), English (Fluent)

**EDUCATION**

Instituto Tecnológico y de Estudios Superiores de Monterrey, Monterrey, México.  
Bachelor of Arts in Spanish, 2016  
Semester abroad (in English) in Urbino, Italy, with University of Texas in San Antonio, 2014

**COURSES**

Introduction to Web Development by the University of California, Davis.

Currently enrolled.