



# Cristina M. Jiménez De la Cruz

*Business and Digital  
Communications*  
Paris, France

## Contact



+33 6 99 30 92 90



cristimarijimenez@gmail.com



Cristina Jiménez

## Skills



Salesforce, Sprinklr, Canva, Trello,  
Meta ads, Mailchimp



Adobe Suite: InDesign, Illustrator,  
Photoshop, Premiere Pro, After  
Effects



Project management  
Strategic planning  
Social media management  
Event coordination

## Languages



English: C1

French: B2

Spanish: Native

Creative and innovative Communications Specialist with over 5 years of proven expertise in leading global and regional communication initiatives for B2B and B2C companies across diverse industries, such as biodiversity conservation, luxury cosmetics, and audit. My professional journey has cultivated adaptability and versatility, demonstrating excellence in corporate communications, content creation, and social media management.

## WORK EXPERIENCE

### Global Communications Executive

September 2023 - March 2024

*Mazars*

Paris, France

- Amplify internal and social media campaigns across 100+ countries by developing and implementing toolkits, resulting in increased visibility and engagement.
- Write practical articles for the global intranet, achieving a 30% engagement rate compared to other sections.
- Manage and animate the social media accounts, maintaining a consistent engagement.
- Execute both organic and paid social media campaigns, tracking performance metrics, and delivering campaign reports.
- Provide strategic guidance and conduct training sessions on social media and digital marketing to 80+ teams.
- Design engaging social media assets, craft captions and scripts, edit videos, reels, and podcasts.
- Collaborate with multiple countries to execute and implement social media campaigns, ensuring adherence to the global calendar.

### Corporate Communications Assistant

June 2022- February 2023

*The Estée Lauder Companies*

Paris, France

- Drive employee engagement through internal communications campaigns, using newsletters, intranet articles, and email communications.
- Orchestrate the editorial content strategy for internal communication channels, ensuring consistent messaging across platforms.
- Manage ELC EMEA social media accounts, creating engaging content and visuals, and producing videos.
- Support markets in the deployment of global and regional campaigns, maintaining consistency with brand guidelines.
- Collaborate with C-executives and ELC brands to produce impactful internal events and regional town halls.
- Plan and execute the social media strategy for the Breast Cancer Campaign 2022 in the EMEA region, reaching 300,000+ impressions with 1,500+ employees participating in this initiative.

### Communications Specialist

August 2020 - September 2021

*GIZ - German Development Cooperation Agency*

Santo Domingo, Dominican Republic

- Manage strategic communication initiatives for over 18 regional projects in the Dominican Republic, Costa Rica, Honduras, El Salvador, and Guatemala.
- Develop and execute effective social media strategies, creating engaging content for 15+ projects on Instagram and Facebook.
- Prepare press releases to generate awareness around the projects and position our experts as thought leaders in the biodiversity conservation sector.
- Foster collaboration with national and international biodiversity conservation influencers, amplifying projects reach and relevance.

## EDUCATION

### Master of Arts in Fashion and Luxury Brand Management

October 2021 - September 2023

*Istituto Marangoni Paris | Manchester Metropolitan University*

Paris, France

### Bachelor of Arts in Social Communication with a concentration in Corporate Communication

August 2012 - September 2016

*Pontificia Universidad Católica Madre y Maestra (PUCMM)*

Santo Domingo, Dominican Republic

## COURSES

**Digital Marketing Associate Professional Certificate** | Meta Group | June 2023

**Seminar for Documentary Filmmaking Professionals** | NRTA, Beijing, China | August 2019

**Social Media Strategy** | Chavón School of Design | June- July 2017