

## EDUCATION

### Bachelor of Fine Arts; Graphic Design Miami International University of Art & Design

01/2017 – Present

Miami, FL

### Bachelor of Science; Marketing & Management Bentley University

08/2013 – 05/2017

Waltham, MA, USA

### Study Abroad Program

ESADE Business & Law School

08/2015 – 12/2015

Barcelona, Spain

## WORK EXPERIENCE

### Social Media Analyst Intern The Hungry Post

06/2017 – 02/2018

Miami, FL

- Created campaigns designed to increase community and boost engagement
- Analyzed social media performance and prepared weekly reports
- Shaped brand identity through website, social media platforms, events, and campaigns
- Designed a prototype for mobile application

### Marketing & Social Media Intern KAS New York

06/2016 – 07/2016

New York, NY

- Actively involved in email marketing campaigns for tradeshow and events using Mail Chimp reaching both B2B and B2C clients
- Prepared performance analysis reports of past campaigns
- Managed social media platforms such as Instagram, Facebook, and Twitter by posting contents and creating visuals that actively engaged existing and new clients
- Maintained relationship with bloggers that were willing to post our outfits and increase awareness
- Maintained inventory up to date, making sure website was seasonally appropriate

### Marketing Intern Espresso Americano

06/2014 – 08/2014

Tegucigalpa, Honduras

- Involved in the development of new products that introduced a new trend to the market and expanded the company's product line
- Executed a campaign focused on social responsibility
- Implemented promotional activities including rewards program to retain & attract customers & increase loyalty

## SKILLS

MS Office Applications



Adobe Creative Cloud



Qualtrics



Social Media Marketing



Google Analytics



HTML/CSS



Attention to detail



Communication



Organization



Team Work



## PROJECTS

### Wholesome Kitchen (07/2017 – Present)

- Healthy food page to inspire people to love and nurture themselves

### Integrated Business Project (05/2015 – 06/2015)

- Analyzed problem facing the client company, developed and evaluated recommendations and solutions
- Thoroughly analyzed real firm's potential to introduce new goods/services to new markets
- Presented a 15 page business proposal

### Carolina Andrea (08/2012 – 09/2013)

- Designed, crafted, and presented my own fashion collection in Fashion Week Honduras for two consecutive years

## CERTIFICATES

Holistic Health Coach (06/2017 – Present)

## LANGUAGES

English



Spanish



## INTERESTS

Music

Travel

Fitness

Nutrition

Fashion

Design