

# ANDREA MENDOZA POLANCO

• Marketing and Communications Student •

## ABOUT ME

6th semester marketing student highly collaborative, adaptable, detail-oriented and eager to learn and gain experience about the management inside a luxury company in the fashion media.

## EDUCATION

BA Marketing and Communications  
Expected graduation date 2023  
Instituto Tecnológico de Estudios Superiores Monterrey (ITESM)

## EXPERIENCE

- 2019 Orquesta Gran Ensamble**  
Social service project
- Performed a marketing studio for the association
  - Created and conducted a digital survey for 200 people
- 2020 He 4 She**  
Social service project
- Performed an investigation about the IMPETU association
  - Created a marketing plan to improve donations during the pandemic
- 2020 Estilo Lento**  
Marketing Media student ambassador
- Worked on the design and launch of different social monthly campaigns.
  - Designed and edited weekly social media posts.
  - Daily organization of files.

## COURSE CERTIFICATIONS AND PROJECTS

- 2019 Los Rostros de Puebla magazine**  
School project, marketing studio and strategies to improve the reach of the magazine.
- 2020 Grand Fiesta Americana Skybar Puebla**  
School project, marketing studio and strategies to improve a safe return of activities during the pandemic.
- 2020 Excell for bussines**  
Online course certification by MACQUARIE UNIVERSITY
- 2021 Management of Fashion and Luxury Companies**  
Online course certification by UNIVERSITÀ BOCCONI

## LANGUAGES

Spanish - Native      English - Advanced (C1)

## SKILLS

Microsoft Office	ADVANCED	Adobe Photoshop	INTERMEDIATE
Adobe Illustrator	ADVANCED	Adobe Lightroom	INTERMEDIATE
Adobe In Design	ADVANCED	Canva	ADVANCED

- Adaptable - Ethic - Reliable -

## CONTACT INFO

+ 52 999 9587235  
andreamep99@gmail.com  
A01732720@itesm.mx



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