

ANGELES ARACELI PÉREZ MAIDANA

+1 316-304-4710 | ade.maidana1@gmail.com | Location: Open to Remote (Relocating to South America for personal and safety reasons)

EDUCATION

Wichita State University | Bachelor Degree: BBA (Marketing Data-Driven and Intelligence Marketing), 3.96 GPA (American system) – Jan 2025 – Jan 2029 – USA

Universidad Americana | Bachelor Degree: Marketing, 5.0 GPA – Mar 2020 – Dec 2024 – Paraguay

MARKETING EXPERIENCE

Grant Thornton S.A. — Marketing & Project Coordination Assistant

Dec 2022 – Dec 2024 | Asunción, Paraguay (Remote collaboration with Uruguay)

- Collaborated with the marketing lead in Uruguay on content strategy, calendar creation, and performance reporting.
- Conducted competitor research and contributed to content revisions and campaign planning.
- Supported internal branding and visibility initiatives through multi-platform campaigns (LinkedIn, Instagram, Facebook).
- Planned and coordinated corporate events, liaising with internal teams and external vendors.
- Led the creation of a women's empowerment initiative that improved internal collaboration.
- Managed HR documentation and streamlined the onboarding process using CRM systems and Microsoft Office 365.
- Led internal communication flows between C-level executives and operational teams, ensuring clarity and alignment across departments.

Girls Code Paraguay | Civic Technologies by Tavandu — Hackathon Coordination Assistant

Jan 2023 – Jun 2023 | Paraguay

- Managed logistics, email marketing, and communication for a 6-month bootcamp and hackathon series.
- Coordinated vendors, supplies, and program updates; liaised with UNPD and sponsors.
- Balanced responsibilities alongside a full-time role at Grant Thornton.

WSUParaguay & Cultivando Oportunidades & Nambiretã Podcast — Content Creator & Volunteer Coordinator

2021 – Present | Paraguay / USA

- Generated creative content and community engagement strategies for youth education and civic engagement.
- Developed and coordinated digital events to support social media outreach.
- Screened and onboarded volunteers; led communications and project planning.

ADDITIONAL EXPERIENCE

Kansas Small Business Development Center — Research Assistant

Jun 2025 – Present | Wichita, KS, USA

- Supported business development through research, CRM data tracking, and internal coordination/administrative position.

San Isidro Comercial — Retail Operations Assistant

Jan 2021 – Dec 2021 | Encarnación, Paraguay

- Managed inventory and customer service operations in a high-traffic retail environment.

SKILLS

- Marketing Tools: Google Ads, linkedin Ads, Canva, CorelDraw, Google Workspace, Office 365, Photoshop.
- CRM & Platforms: Neoserra, Interaction, Notion, Asana.
- Languages: Spanish (Native), English (B2)
- Soft Skills: Creative problem-solving, cross-cultural teamwork, initiative, adaptability

VOLUNTEER & COMMUNITY ENGAGEMENT

- **Event & Community Coordinator – AWE Program, U.S. Embassy Paraguay (2021)**
Coordinated logistics, communications, and outreach for a six-month entrepreneurship program across three cities and one women's prison. Collaborated with suppliers, managed participant experience, and supported branding efforts to empower over 100 women through business education.
- **Independent COVID-19 Relief Volunteer (2020–2022)**
Individually organized food and supply drives for families and elders in need during the pandemic. Sourced donations, coordinated deliveries, and responded directly to urgent community needs with empathy, initiative, and resourcefulness.
- **Youth Educator – Volunteer Teacher at Rural School (2021)**
Taught entrepreneurship, environmental awareness, and financial literacy in a public school for six months. Led interactive sessions and supported students in designing small-scale business ideas with real-world applications.
- **Scout Leader – San Jorge Troop (2010–2018)**
Led scouting teams for over eight years, advancing to the Rover level. Organized community service projects including rebuilding churches, cleaning public spaces, and mentoring younger scouts in leadership and civic responsibility.
- **Civic Engagement Advocate – Juventud del País Solidario (JPS)**
Engaged youth in civic initiatives and supported policy proposal efforts alongside national deputies. Promoted democratic values and led local campaigns focused on equity, education, and participation.
- **Content Creator & Volunteer Coordinator – WSUParaguay, Cultivando Oportunidades, Nambiretã Podcast (2021–Present)**
Developed youth-focused content on civic engagement and education. Coordinated volunteers, managed outreach campaigns across digital platforms, and helped grow online visibility for community-based initiatives between Paraguay and the U.S.

CERTIFICATIONS (IN PROGRESS)

- Google Digital Marketing & E-commerce Specialization (Coursera)
- Market research (Udemy)