

CAMILA RIOS NEYRA

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EDUCATION

Brigham Young University, Marriott School of Business

Provo, UT

Bachelor of Science in Pre-Marketing

Apr 2027

- **Activities:** Marketing Director at BYU Student Alumni, Marketing Committee Member of BYU Student Service Association and Marriott Inclusion and Belonging Society. Member of the Marketing Association, and Creators

EXPERIENCE

BYU Office of Information Technology

Provo, UT

Project Assistant

Jan 2024 – Present

- Facilitate the coordination of projects, budgets, and workload distribution for over 150 employees in the Application Engineering Department, improving the overall team productivity through efficient resource allocation
- Rebuilt hiring systems to successfully attract and integrate new part-time employees into 4 different teams

BYU College of Fine Arts & Communications

Provo, UT

Social Media Specialist

Sep 2023 – Feb 2023

- Drafted and published engaging social media content for 200+ events per semester, reaching 13,200+ followers.
- Increased combined followers by 3% and engagement by 223% in 2 months with optimized SEO and copywriting
- Conducted bi-weekly audits, assessed strategy effectiveness, and delivered reports with customized dashboards
- Implemented a monthly content calendar and delegated tasks to team members for timely execution of campaigns

Respirando Historia Familiar ↗

Lima, Peru

Creative Marketing Director

Jul 2021 – May 2023

- Planned, co-wrote, and designed 35+ carousel Instagram posts covering Hispanic heritage & genealogy research
- Created branding (creative assets, logo, and posts) and a marketing strategy that generated 9,000+ impressions

GirlTechBoss – Non-profit Organization ↗

New York City, NY

Growth Strategy & Marketing Intern

Sep 2022 – Nov 2022

- Generated a 4x increase in annual conference registration numbers by collaborating with the Marketing Chair to develop and implement a strategic advertising plan, and conducting A/B tests on marketing newsletter templates
- Built a strong promotional campaign that gained 300 new followers in 5 days via [Instagram](#) and [LinkedIn](#)
- Conducted market research and analyzed current trends; independently created social media content on Figma

LEADERSHIP & ACTIVITIES

Girls in STEM – Non-profit Organization ↗

Madrid, Spain

Co-founder & Chief Executive Officer

Jun 2020 – Present

- Founded with a mission to build learning opportunities that help disadvantaged communities explore STEM
- Managed 200 team members to launch 4 global programs and 5 events for 4,000+ students from 54 countries
- Drafted strategy and operational documents, forged 6 partnerships, and ensured that programs ran smoothly

Ewgis Research Institute ↗

Madrid, Spain

Founder & Executive Director

May 2022 – Present

- Spearheaded an annual scientific research mentorship program for 127 students and 92 mentors from 37 countries
- Created graphic design materials for website and social media that reached 14,600+ users and 306 applications
- Executed social media strategies for multiple channels, resulting in a successful launch on time and within budget

SKILLS & INTERESTS

Technical: Google Suite, Adobe (Illustrator, Photoshop, InDesign), Microsoft Office Suite, Figma, Notion, Later, Trello

Skills: Project Management, Innovation Management, Event Marketing, Growth Strategy, Content Creation

Languages: Fluent in English and Spanish, Proficient in [Portuguese](#)

Interests: Business Development, Graphic Design, Social Entrepreneurship, Community Impact, Photography