

# Andres Alejandro Morales Z.

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## EDUCATION

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**Pace University**, New York, NY.

Lubin School of Business.

BBA Marketing – Advertising and Integrated Marketing Communications. May 2017

- 3.78 GPA
- Dean's list.
- Pforzheimer Honors College.
- Business Honors Program (BHP).
- Director of Communications and Marketing of the Pace Investment Club.

## EXPERIENCE

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### **Agencia International**

New York, USA.

#### **Marketing Intern**

February 2015

- Assist in the creation of signage, circulars, e-mail campaigns, and online promotion.
- Seek and analyze competitor marketing and sales materials online and offline.
- Assist with execution of trade shows.
- Provide support to social media efforts.
- Maintain tracking report of public relations activity.
- Prepare new and innovative marketing strategies to approach the target.

### **Empresas Polar**

Caracas, Venezuela

#### **Marketing Intern**

June 2013

- Worked in the marketing section of Maltin Polar and Solera, a food and beverage corporation.
- Cooperated in the development of the marketing plan for 2014.
- Elaborated with the marketing team a 360° market study.
- Analyzed the different projects created for the end of 2013 and identified ways to improve the strategy to approach the target.
- Attended meetings with publicity directors and representatives.

## PROFESSIONAL DEVELOPMENT

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**Business Enterprise Program**, Cambridge University. London, UK.

September 2012

- Attended business and economics course directed by teachers of Cambridge University.

**ECYD** (education, culture, Religion). Caracas, Venezuela.

2001 – 2010

- Volunteer with non-profit organizations to bring food, water, and education to impoverished communities.
- Cooperated with the “Recollection”, a movement to send food and toys for children in shelters during Christmas.

## ACTIVITIES

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Finance Group – Member and Director of Marketing, Pace University.

Oct. 2013 – Present

FLS International (foreign language school). LA, USA.

Sep. 2011

Chelsea F.C. Sports Exchange, Player.

Aug. 2011

Faro Cup. Monterrey, Mexico. Best Player '95 category.

May 2010

Manchester United Soccer School. Manchester, UK. Participant

July 2010

## SKILLS

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- *Software*: Photoshop, Adobe Bridge, Microsoft Excel, Word, Outlook, Publisher, Power Point.
- *Language*: Fluent in Spanish.