

VIVIANA MARIN

626 SHERIDAN ROAD, APT. 4E, HIGHWOOD, IL 60040
(864) 990 - 8089 • viviana.i.marin@gmail.com

WORK EXPERIENCE:

IDAPT (INOITULOS S.L.), Chicago, IL

Freelance – Public Relations Asst. January 2012 – Present

- Plan and implement PR/marketing strategies
- Pitch stories to global media outlets and edit communication materials in English & Spanish
- Write press releases, monitor media coverage, design media lists, manage company's blog, assist with trade shows, and create SEO content
- Work with sales team to improve marketing campaigns

DimitraDesigns.com & Sister Websites, Greenville, SC

Freelance – Web Marketing Assistant January 2011 – Present

- Coordinate marketing campaigns for online, interactive media, and print publications
- Manage online campaigns on social media sites, write SEO content, update company's website, supervise website's online reputation, monitor rankings and traffic
- Resolve platform issues with customers and make recommendations

Estrella International Energy Serv., Buenos Aires, Argentina

Freelance – Marketing Assistant Oct. 2010 – Dec. 2010

- Created a brochure-style publication that exposed the impact of Canadian investment in the Argentinean economy
- Handled the editing tasks of an international newsletter
- Cooperated with the production and design work of sales and marketing material

Ingeniería con Caucho JHR, Bogota, Colombia

Sales and Marketing Intern May 2009 – Sept. 2009

- Wrote and edited executive summaries and briefing papers
- Identified and gathered primary and secondary market research to assist in the analysis of business opportunities
- Tasked with researching clients in North America and presenting the feasibility of the product in foreign markets

The University of South Carolina, Columbia, SC

Student Employee Oct. 2007 – Oct. 2010

- Translated, edited, and proofread forms, templates, policy letters, and legal documents for state agencies (English & Spanish)
- Maintained client relationships through the efficient resolution of inquiries and discrepancies

EDUCATION:

University of South Carolina

Columbia, SC (USA)

Received May of 2010

Bachelor of Arts

- International relations & history
- Life Scholarship recipient
- Dean's list

Universidad Andres Bello

Santiago, Chile June - July 2008

Study Abroad Program

- Focused on Latin American history and politics

ADDITIONAL SKILLS:

- Proficient in Microsoft Word, Excel, and Power Point; Adobe Photoshop; MAC; Oracle; Windows 7/ Vista
- PR Tools: Cision; Factivia; PR Newswire
- Fluent in English and Spanish.

OTHER ACTIVITIES

- Tutor for the No Child Left Behind Act, Greenville, SC
- Hope International Volunteer, Columbia, SC
- Carolina Alumni Member, Columbia, SC