



VALERIA P. A.

DIGITAL & EVENT MANAGER

LANGUAGES



SOFTWARE

HOOTSUITE
BUFFER
HUBSPOT
PHOTOSHOP
ILLUSTRATOR
MICROSOFT OFFICE

SKILLS

LEADERSHIP
PRO-ACTIVE
RIGOROUS
TEAMWORK
PASSIONATE

CONTACT

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EXPERIENCE

EVENT MANAGER

UPAX, GRUPO SALINAS MEXICO | 2017-2019

- Launch of new products in supermarkets (around Mexico)
- Budget management for events
- Coordination and planning the logistics of events
- Managed relationships with clients and the creative team
- Supervision of teams on site
- Managed of relations with suppliers
- Managed of post production events

DIGITAL & EVET MANAGER

ACHE GROUP | 2016-2017

- Created the strategy for the different social media platforms (Facebook, Instagram, Twitter ...)
- Edited, proofread and improved writer's posts.
- Created new ideas to draw old and new audience's attention
- Budget management for social media and events
- Tracked results on web analytics to meet engagement target
- Follow-up the social media schedule and analysis of KPI's
- Organization and planning of online and face-to-face events
- Managed relations with suppliers

DIGITAL & EVENT MANAGER

RT MARKETING | 2015-2016

- Developed content strategy aligned with short-term and long-term marketing targets
- Created all visual assets for social media and for communication of internal & external events
- Executed digital strategy in all channels
- Follow-up of the social media schedule and analysis of KPI's
- Design and management of internal & external events
- Executed the event strategy

DIGITAL CONTENT MANAGER

DELEGACION BENITO JUAREZ MEXICO | 2014 - 2015

- Created all visual assets for social media
- Executed the digital strategy on social media
- Monitored of the social media schedule and analysis of KPI's

COMMUNITY MANAGER

ENSIGHT MEXICO | 2011 - 2014

- Created visual content for social media
- Executed the digital strategy on social media
- Monthly campaigns to enroll old and new users
- Monthly report of results

EDUCATION

BACHELORS DEGREE IN INDUSTRIAL DESIGN

INSTITUTO TECNOLOGICO DE ESTUDIOS SUPERIORES DE MONTERREY, CAMPUS CIUDAD DE MEXICO | 2006 - 2011

CERTIFICATIONS

HUBSPOT | CONTENT MARKETING 2020

HUBSPOT | SOCIAL MEDIA MARKETING 2020

GOOGLE ACTIVE | DIGITAL MARKETING 2020