

# María Lozoya Latapi

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## **EDUCATION**

### **COLLECTIVE ACADEMY | COMPASS**

*Certificate in Professional Skills, Entrepreneurship and Marketing*

**Online**

2020-2021

### **UNIVERSIDAD INTERAMERICANA PARA EL DESARROLLO**

*Strategic Marketing (on pause)*

**Saltillo, Coahuila**

2018 - 2020

## **EXPERIENCE**

### **HAYA CREATIONS**

*Partner and Creator*

**Saltillo, Coahuila**

*December 2019 - Present*

- Creation of decorative and basic household items in wood.
- Design social media strategy, growing followers from 0 to 3,700 in 6 months.
- Design and creation of new products that tripled sales during the last 3 months.
- Customer and supplier service management, driving 70% of customers to buy from us again.
- Develop strategic alliances to make faster national shipments.

### **THE BLUE RACCOON**

*Brand Executive*

**Saltillo, Coahuila**

*November 2019 - Present*

- Create content for social media, creating community by receiving responses from more than 60% of followers.
- Own relationship with clients of 3 different brands and create content for them.

### **CATA LEGORRETA (Coffee Shop)**

*Barista, Customer Service and Social Media.*  
2020

**Saltillo, Coahuila**

*January 2019 - January*

- Development of content and photographs for social media, growing followers from 2 to 2,000 in less than 6 months.

### **COLABORADORA DEL REGNUM CHRISTI**

*Church and Social Service*

**Mexico City**

*July 2017- June 2018*

- Advising teenagers and support in schools.
- Missions in vulnerable communities.
- Organization of Copa Timón and Copa Giro (soccer tournaments).

## **Technical Skills**

- Microsoft Office: Word, Power Point, Excel Basic
- Adobe Illustrator and Photoshop Basic
- Teaching Knowledge Test

## **Interests**

- Languages: Spanish and English
- Personal interests: Women's empowerment, exercise, outdoors, social action, soft skills.