

Kelly Michelle Polo Vaca

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Education

UNIVERSIDAD UCATEC - Cochabamba, Bolivia

Marketing and Advertising GPA [Note: 95/100] - Graduation Date Thesis [Note:95/100]

Relevant Coursework: During my 5 years of university, I received academic excellence recognition, which allowed me to be on the honor roll for those years.

STUDY ABROAD - San Antonio, Tx, USA

English as a Second Language August 16th, 2019– May 22nd, 2020

NAME OF HIGH SCHOOL - Cochabamba, Bolivia

Colegio Tiquipaya 2013

Experience

FREELANCER - San Antonio, Tx

MARKETING AND GRAPHIC DESIGN, Aug 2019 - Now

- Currently working for six companies in marketing (Universidad UCATEC, Hotel Camino Plaza, Instituto Catec (in 2 cities), Woopie, and Blinkers Store)
- Management of personnel in marketing and graphic design (15+ members).
- Creation of a graphic line for the different hotel departments (cafeteria, restaurant, events, and lodging) that generated over a 37% increase in followers.
- The creation of an annual marketing plan for the University. In consequence, the sales increased sales around 10% each year, generating almost more than 50% of students from 2018 to 2023.
- Approve content plan for social media (Instagram, Facebook), and pay ads for all of them in different platforms.
- Consumer service and Sales Training for new and current employees.
- Controlled graphics for social media, publicity, and mass emails (increased sales by 13% from 2022-2023).
- Managed sales team.
- Evaluate and edit sales scripts to increase customers and sales.
- Creation of loyalty plans that kept customers returning to the company because of the service.
- Strategies for internal marketing and staff Loyalty - which strengthens the bond between company and employee.

BLINK MARKETING - Cochabamba, Bolivia

Marketing, Sept 2017 – Aug 2019

- Management of more than 5 companies in marketing (Universidad UCATEC, Hotel Camino Plaza, Instituto Catec (in 2 cities), Libreria “Colors”, and Lumens Bolivia)
- Management of personnel in the graphic department (6+ members).
- Custom graphic/marketing strategies for companies that resulted in an average of 12% sales increase.
- Creation of content plans for social media (Instagram, Facebook, and Twitter).
- Create the most efficient strategies and plans while considering companies’ budgets and requirements.

UNIVERSIDAD UCATEC - Cochabamba, Bolivia

Graphic design, Jan 2014 – Aug 2017

- Creation of graphic lines for new majors, new courses, and classes that increased student registration by 25%.
- Creation of targeted graphic lines (i.e., geographical, demographic, psychographic, and behavioral).
- Quality control for material printing (internal and external use)
- Managed how marketing and graphic material were utilized and released. (Social media, pamphlets, creation of banners (small and large - 6m by 3 m))

Leadership and Activities

UNIVERSITY OF TEXAS AT SAN ANTONIO - San Antonio, Tx.

Nov 2019

- IEP Student Spotlight
- Writer’s Award

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- Reader's Award
- Most Determined to Succeed Award

Skills and Interests

- Experienced with Adobe Photoshop, Illustrator, and basic knowledge of Adobe Premiere
- Experienced with Adobe XD, Figma, Figjam, Invision, and Miro.
- Basic knowledge of HTML, CSS, JAVA and JQuery.
- Basic knowledge on GitHub.
- Experienced with photography (food products, events, marketing, publicity)
- Experienced with Microsoft Office (Word, Excel, and PowerPoint)
- Excellent communication and presentation skills
- Customer Service - Sales and Customer support
- Spanish, spoken and written fluently.