

WORK EXPERIENCE

Municipality of Santiago de Surco

Jan 2022 – Present

Social Media Marketing Specialist

- Developed digital marketing strategies to increase social media follower count by 19.6% and user interaction by 68.9% over a 6-month period.
- Created digital content (Facebook, Twitter, YouTube, Instagram, LinkedIn) for over 250,000 followers and subscribers, and interacted on these platforms and responded to inquiries.
- Documented and communicated performance through KPI metrics in monthly presentations.

Ministry of Agriculture

Nov 2021 – Dec 2021

Social Media Marketing and Internal Communications Consultant

- Promoted the Ministry's image by creating video and text content for social media platforms (Facebook, Twitter, YouTube, Instagram, LinkedIn), as well as for monthly newsletters and other promotional materials.
- Gained insights on reputation by monitoring posts and interacting with the online community of 150,000 users.
- Facilitated interorganizational communication by writing network reports for other offices in the region.

Municipality of Lima

Apr 2019 – Nov 2021

Community Manager and Events Coordinator

- Designed digital marketing campaigns in coordination with executives, reaching more than 400,000 followers and subscribers, through digital media content for social media websites (Facebook, Instagram, Youtube), as well as newsletters (Mailchimp), and brochures.
- Defined and implemented communications plans for sensitive topics under tight deadlines, including increasing public awareness of local and national COVID-19 procedures and mitigation efforts.
- Improved community engagement by organizing and streaming publicity and informational event content using Streamyard and OBS, and trained promoters of educational programs in streaming technologies.
- Supported the preparation and execution of annual communications plans, and the development of organizational communications protocols and best practices.

Pi-Ar Agency

Apr 2018 – Jan 2019

Assistant Marketing Account Executive

- Prepared and disseminated press releases, briefs, monthly reports, and informative papers to media outlets.
- Supported the design and execution of communications plans for clients, and monitored metrics.

EDUCATION

Toulouse Lautrec

Apr 2021

Postgraduate Diploma in Digital Marketing

University of Piura

Oct 2019

Specialization Program in the Management of Business Intangibles and Internal Communications

University of San Martín De Porres

Jan 2018

Bachelor of Communication, Public Relations and Advertisement

SKILLS

Spanish; English; social media; digital marketing; MS Office; MS Excel; MS Word; MS PowerPoint; Adobe Illustrator; Photoshop; Facebook Ads; Google Ads; Mailchimp; verbal communication; written communication; organizational skills; attention to detail; interpersonal skills; supervision; ability to work independently; internal communication; advertising; public relations; customer service; leadership; teamwork; collaboration; ability to work under pressure; ability to prioritize; creative writing; copywriting; LATAM culture; Facebook; Twitter; YouTube; Instagram; LinkedIn; TikTok; web content; WordPress; content creation; video editing