

MILAGRO LOAYZA

Professional with a degree in Communication Sciences and a special interest in social media, digital marketing, and learning. Proud to have worked in various sectors in my country and eager to start my career path in Canada. I consider myself an organized person with special attention to detail, team-oriented, capable of working independently or under supervision, and up-to-date with the latest trends.

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📍 Montreal, QC

Portfolio:
milagro-loayza.github.io/index.html

SKILLS

- Strong written and verbal communication skills
- Proficiency in Microsoft Office
- Ability to multitask
- Team player and capable of working independently
- Creative writing and copywriting
- Familiarity with social media platforms (Facebook, Twitter, YouTube, Instagram, LinkedIn, TikTok)
- Experience with content creation
- Proficiency in Adobe Illustrator, Photoshop, and Canva
- Email marketing (Mailchimp)
- Video editing experience

LANGUAGES

- English: Advanced
- French: Elementary
- Spanish: Native

EDUCATION

BACHELOR OF COMMUNICATION, PUBLIC RELATIONS AND ADVERTISEMENT

San Martin De Porres University (2013 - 2017)

GRADUATE DIPLOMA IN DIGITAL MARKETING

Toulouse Lautrec (2021)

WORK EXPERIENCE

SOCIAL MEDIA SPECIALIST

Peruvian Ministry of Interior (Sep 2022 – Feb 2023)

- Contributed in the planning of the institution's social media strategy, providing it with content.
- Brought innovative ideas from conceptualization to social media platforms for all digital and social campaigns.
- Created, curated, and adapted content for social networks.
- Designed the content strategy for TikTok and edited the videos (Increased followers from 150 to 16.9K in three months).
- Prepared scripts for videos on social networks (Facebook, Instagram, Twitter and YouTube).
- Monitored the social media accounts; remained current on digital trends; and provided highly strategic recommendations.

SOCIAL MEDIA AND CONTENT CREATOR SPECIALIST

Municipality of Santiago de Surco in Peru (Jan 2022 – Aug 2022)

- 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.
- Coordinated with internal teams to create marketing materials.
- Documented and analyzed data to track performance and identify opportunities.

COMMUNITY MANAGER AND EVENTS COORDINATOR

Municipality of Lima in Peru (Apr 2019 – Nov 2021)

- Designed digital marketing campaigns in coordination with executives, reaching more than 400,000 followers and subscribers, through digital media content for social media, 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.
- Supported the preparation and execution of annual communications plans, and the development of organizational communications protocols and best practices.
- Supported the execution of events and trainings.