

**Milagro Loayza** milagro.loayza1@gmail.com <https://milagro-loayza.github.io/>

## WORK EXPERIENCE

### **Ministry of Internal Affairs Sep 2022 – Feb 2023** *Social Media Content*

- Contribute in the planning of the institution's social media strategy, providing it with content.
- Create, curate, and adapt content for social networks.
- Bring innovative ideas from conceptualization to social media platforms for all digital and social campaigns.
- Design the content strategy for TikTok and edit the videos (Increased followers from 150 to 16.9K in three months).
- Prepare scripts for videos on social networks (Facebook, Instagram, Twitter and YouTube).
- Monitor the social media accounts; remain current on digital trends; and provide highly strategic recommendations.

### **Municipality of Santiago de Surco Jan 2022 – Aug 2022** *Social Media 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 Specialist 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*

- 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** *Graduate Diploma in Digital Marketing*

### **University of Piura Oct 2019** *Specialization Program in the Management of Business Intangibles and Internal Communications*

### **San Martín De Porres University 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; Canva; Mailchimp; verbal communication; written communication; organizational skills; attention to detail; interpersonal skills; supervision; ability to work independently; internal communication; advertising; public relations; customer service; teamwork; ability to work under pressure; creative writing; copywriting; LATAM culture; LATAM market; Facebook; Twitter; YouTube; Instagram; LinkedIn; TikTok; web content; WordPress; content creation; video editing

## CERTIFICATIONS

**International English Language Testing System Oct 2021 IELTS 7**

**San Martín De Porres University Oct 2018 *Specialization Course in Strategic Communication***

**Cambridge University Mar 2014 CEFR English B2 First**

## ADDITIONAL EXPERIENCE

**Public Relations Student Society, San Martín De Porres University Chapter Aug 2017 – Feb 2018 *Director***

- Developed overall strategic and internal communication plans; engaged in strategic decision-making.
- Supervised all project and activity planning; required strong organization and time-management skills.
- Updated corporate manuals and implemented new formal communications channels.
- Promoted collaboration and a positive attitude through integration activities and meetings.
- Acted as spokesperson for the university chapter and coordinated with PRSSA, the greater governing body; participated in and won the award for best presenter at the 2017 PRSSA National conference held in Boston, Massachusetts.

**Public Relations Student Society, San Martín De Porres University Chapter Feb 2017 – Jul 2017 *Deputy Director***

- Assisted the Director in his duties, and acted as Director in his absence.
- Assisted in developing overall strategic and internal communication plans.
- Provided leadership and motivation to the members, emphasizing being a collaborative team player.
- Supervised recruitment and evaluation of executive candidates and team development.

**José Casimiro Ulloa Emergency Hospital Aug 2016 – Nov 2016 *Communications Intern***

- Wrote and designed communications for internal channels.
- Generated positive impact with patients by providing them with information of interest, and by strengthening communication between patients and internal audiences.
- Provided support for the organization of events, and the creation of content including posters and photos.