

PHONE

(+52) 452 101 1816

EMAIL

glezpauy@gmail.com

LINKEDIN

linkedin.com/in/paulinaglezy

INSTAGRAM

@changedbybooks

LOCATION

México

PAULINA GONZÁLEZ

COMMUNICOLOGIST OF DIGITAL MEDIA

PROFILE

I'm a graduate university student with knowledge and experience in various fields such as digital marketing, publicity, branding, and design.

My favorite activity is reading and promoting books across different genres and age ranges.

The passion I have for books and being aware of the trends and news in the book community are the qualities that best define me.

SKILLS

- Excellent Communication
- Team Work
- Highly organized
- Always Responsible
- Creative
- Fluent across social media platforms

ADOBE

Photoshop	● ● ● ● ●
Lightroom	● ● ● ● ●
Illustrator	● ● ● ● ●
Premiere	● ● ● ● ●
After Effects	● ● ● ● ●

LANGUAGES

Spanish - Mother Language.

English - Advanced Level (Bullats B2).

EDUCATION

2018 - Present

*Tecnológico of
Monterrey
Querétaro, México*

- **B.A. Communication and Digital Media**
Relevant Coursework: marketing, publicity, organizational communication, photography, transmedia, graphic design and cinematography.

February - June 2022

*Tecnológico of
Monterrey*

- **Specialization in Digital Media Production**
Conceptualized and created an immersive transmedia project about climate change presented at Documenta International Film Festival.

February - June 2021

*Tecnológico of
Monterrey*

- **Specialization in Social Media Marketing**
Planned and developed social media strategies for companies (benchmarking, KPIS, digital design, content production and brand awareness).

PROFESSIONAL EXPERIENCE

2018 - Present

*Tecnológico of
Monterrey*

- **Production of Digital Content**
 - Designed digital content for social media platforms.
 - Produced short films.
 - Created the sound design of audiovisual content.
 - Conceptualized and developed the brand image and social media strategies for small businesses.

August - December 2021

*Tecnológico of
Monterrey*

- **Scriptwriter and Production Assistant**
 - Co-wrote and produced the short film UNO.
 - Developed collaboratively the pre-production process.

February - June 2021

*Grupo Televisa
S.A.B.*

- **Social Media Strategist**
 - Planned a social media strategy for Televisa.
 - Generated a positive brand equity.
 - Produced content for a young adult audience.
 - Increased brand awareness.

REFERENCE

María José Vázquez de la Mora

National Director of the Communication Program at Tecnológico of Monterrey.