

SUSANA HERRERA

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OBJECTIVE

Bring my knowledge in marketing and skills to provide efficient solutions and growth to the company.

EXPERIENCE

MARKETING COORDINATOR | NICE SHOES USA

- Help with social media and content creation
- Manage and update website
- Organize online and in person events

COORDINATOR | BAKPAK MAGAZINE MEXICO

- Managed outdoor hiking monthly events and out of state educational hiking group trips
- Coordinated the annual Bakpak Race Trail and Green Weekend Outdoor Vendors and Networking event

OTHER EXPERIENCE

PRODUCTION ASSISTANT | LA TIERRA AUN SE MUEVE (CEMAC) MEXICO

- Got quotes, made and kept track of purchases, handled petty cash
- Arranged travel for the cast and crew for an out of the city shooting including booking flights, housing, transportation, food
- Processed payroll and invoices

COORDINATOR | CINE A LAS CALLES FILM FESTIVAL MEXICO

- Oversaw set up to dismantling
- Handled the logistics of the short film festival's screenings, workshops and talks
- Dealt with sponsors, opening and closing special events

GENERAL MANAGER | RED NACIONAL DANCE FESTIVAL MEXICO

- Managed the general budget of the live performances and workshops in 3 different cities around northern Mexico
- Supervised expenses and petty cash, processed payroll and invoice
- Worked with the legal team to be in compliance with the agreements made and their scope

EDUCATION

POST PRODUCTION TRAINING
PROGRAM
USA
• Made in NY

PREMIERE PRO FOR FEATURES
AND COMMERCIALS, AVID FOR
SCRIPTED TV AND REALITY TV
USA
• Assistant Editor's Bootcamp

PERFORMING ARTS
MEXICO
•Autonomous University of Nuevo
Leon

MANAGEMENT FOR THE STAGE
ARTS
MEXICO
•Council for the Culture and the
Arts of Nuevo Leon

MEISNER ACTING TECHNIQUE
USA
•Brill Studio at the Neighborhood
Playhouse School of the Theatre

SKILLS

AVID
PREMIERE PRO
AFTER EFFECTS
NUKE
PHOTOSHOP
FLUENT IN SPANISH