

DIGITAL MARKETING CONTENT CREATION

Motivated profesional skilled at meeting customer needs and focused on delivering quality results. With 7+ years of copywriting/proofreading experience, 3+ years in Digital Marketing and TESOL certified. I consider myself a results driven self-starter with the initiative to work well in fast-paced environments.

I find interest in marketing trending topics, and innovation.

CONTACT INFORMATION



Madrid, España



EDUCATION BACKGROUND

TRINITY LONDON CertTESOL (Certified Teaching English Speakers of other Languages)

- TEFL in Spain - Malaga 2021

NEXT International Business School - Madrid, Spain

- MS IN DIGITAL MARKETING - CLASS OF 2020
- Google AdsWords Certificate 2020

JOHN BROWN UNIVERSITY - ARKANSAS USA

- BS PUBLIC RELATIONS, MARKETING, ADVERTISEMENT - CLASS 2012
- Editor of University's newspaper and magazine.

SPECIALIZATIONS

- CRM (HubSpot & Zoho)
- Public Relations
- Content Creation
- Social Media Marketing
- Translation & Interpreting
- Proofreading & Storytelling

WORK EXPERIENCE

Business English Trainer

MINISTERIO DE FOMENTO DE MADRID - AULA INTERCULTURAL

AUGUST 2021 - PRESENT

- A2/B2 Common European Framework Reference Languages (CEFR)
- Screen, assist and lecture business English to transportation engineers and other professionals of the development industry.
- Prepare and evaluate learners for specific job related tasks such as presentations, negotiation and consulting.
- Group classes are offered for employees and private in-office lessons for directors and managers.

Bilingual Proposal Writer (Remote)

RIVERA LAW FIRM - MINNESOTA, USA

2013 - PRESENT

- Translate, write clear, persuasive, articulate visa petitions, adjustments, consular processing, naturalization, waivers and applications related to the United States Citizenship and Immigration Services (USCIS).
- Update legal documents to provide to courts, clients and adversaries.
- Interpret conversations for hispanic clients via Skype/Zoom and Google Hangouts.

Account Executive

LOPSON ADVERTISING CO - MADRID, SPAIN

JAN 2020 - PRESENT

- Find leads, close sales, support existing clients, formulate sales strategies and communicate service value to clients.
- In charge of overseeing multiple projects simultaneously.
- Liaise with clients for creative requests.

Marketing Director

YOUNG PROFESSIONALS OF MINNEAPOLIS, MN, USA,
JUNE 2017-DEC 2019

- Designed numerous marketing campaigns
- Managed up to five projects at a time
- Took part in the company's rebranding
- Managed junior designers on projects
- Monitor relationships with existing customers through CRM systems

Social Media Marketing Consultant

COOPERATIVA MERCADO CENTRAL LLC - MINNEAPOLIS , MN USA,
JAN 2017 - JUNE 2017

- In the works of the developing methods, processes and a strategic marketing plan supporting the front end web development for an inner-city neighborhood retail business cooperative in Minneapolis.
- Responsible for developing and implementing marketing strategies for the cooperative's social media sites, groups and online website.
- The project goal is to increase revenue by 30% for business owners and build its brand awareness to the Anglo-Latino market in the Twin Cities.

Account Assistant Executive / News Editor

NEW PUBLICA LLC; MINNEAPOLIS, MN
MAY 2015 - DEC 2016

- Local news editor/contributor in Spanish for Hispanic Newspaper/Entertainment magazine - La Prensa de Minnesota/Vida y Sabor Magazine.
- Report, edit and write stories, profiles, features, for the weekly publication.
- Substantial ability to write and edit articles on various topics
- Meet tight weekly deadlines to be submitted to the press.
- Profound experience editing and meeting publication deadlines.
- Collaborate with event planning & management.
- Media Placement & Assessment.
- Contributing on New Prensa social media by collaborating original content, images, video, podcasts and blogs on local controversial topics of interest to the multicultural millennials.

References provided upon request.