

AMANDA ARIAS ARCE

Publicist | Strategic Communication Specialist

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Professional Profile

Publicist graduate from the Universidad Latina de Costa Rica. Proactive professional consistently seeking opportunities to apply knowledge in dynamic and challenging environments to further develop skills and create efficient and creative solutions. Excels in rapid adaptability to new challenges, strong teamwork abilities, and a solution-oriented attitude. A firm believer in the power of strategic communication and well-executed ideas to generate real impact in campaigns, projects, and brands. Professional approach focused on delivering value through innovation and critical thinking.

Education

Universidad Latina de Costa Rica

Bachelor's Degree in Advertising - 2025 (Expected)

Technical Skills (Competencies)

- Strategy & Planning: Communication strategy development, public campaign planning, creative thinking.
- Communication: Strategic communication, copywriting, effective interpersonal communication.
- Tools: Adobe Illustrator, Photoshop, social media management tools.

Soft Skills

- Strong problem-solving abilities
- Effective communication and interpersonal skills
- Teamwork and collaboration
- Adaptability and quick learning
- Proactive attitude
- Critical and innovative thinking

Languages

- Spanish: Native
- English: TOEFL B2
- Portuguese: BELT B2 Certification