



PROFILE

Strategic consultant and leader in digital communication and marketing with extensive experience in project management and social media management. Expert in brand creation and branding processes with experience in content creation. Ability to improve organizational communication and execute effective marketing strategies. Passionate, creative, responsible and with initiative.

MORE INFORMATION AND UPDATES.



EDUCATION

Digital Marketing Certificate

Universidad Tecnológico de Monterrey,
2024-Present

Digital Commerce Course

Universidad Iberoamericana,
2024 - 2024

Student Exchange Program

Antonio Nebrija University, Madrid Courses:
Information Sciences, Public Relations,
Transmedia Narrative Antonio Nebrija.
2017-2017

Bachelor's Degree in Communication, Specialty in Advertising

Universidad Iberoamericana,
2015-2019

SKILLS

- Project management
- Content creation
- Organization
- Social media management
- Communication strategy
- Video editing
- Campaign development
- Notion/Canva/ Office/ AI/ Meta

Languages

- Spanish (Native)
- English (Advanced, 95%)
- Hebrew (Basic, 40%)
- French (Basic, 40%)

PROFESSIONAL EXPERIENCE

Social Media Manager

TERAN/TBWA (Nissan), 2021-2022

Developed and implemented social media and communication strategies for Nissan Mexico and trained internal teams for message amplification.

Account Executive

INVENTIVE 360, 2020-2021

Managed organizational communication and created sales and operations processes. Coordinated work teams and digital marketing strategies.

Marketing director

SOLMUNI, 2019-2021

Led mobility and technology projects for governments in Latin America. I developed brands and content strategies, in addition to supervising web development.

Founder and Director

ROJO DIGITAL, 2019-Present

Founded and direct a digital marketing agency. Provided advice and management of communication and social media projects.

Campaign Director,

FOUND INDUSTRIA DIGITAL , 2018-2019

Ran campaigns for major brands in Liverpool Department Store, and managed project sales and client management.

Production Assistant

NIVEL DIEZ, 2015-2016

Responsible for pre-production, production and post-production of audiovisual content for Interjet airline.