



CRISTINA DE LA TORRE

Production & Business Development

ABOUT ME

Business Development and Innovation Engineer, able to adapt to circumstances and projects; with experience in production and creation and implementation of work plans and communication strategies.

CONTACT



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Cuahutémoc, CDMX



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EDUCATION

TECHNOLOGICAL UNIVERSITY OF DURANGO

Durango, México
2020

Entrepreneurial Development and
Innovation Engineer

ST. LAWRENCE COLLEGE

Ontario, Canada
2017

Diploma in Business Administration,
Advertising and Sales

PROGRAMS

Microsoft Office Suite
Monday
Mailchimp
Photoshop (basic)
Ads (Fb + Google)
Social media sites

English - B2

HABILITIES

Digital marketing	Teamwork
Effective communication	Creation and Implementation of Sales
Creativity	Strategies
Organization and Project Management	Proactive

WORK EXPERIENCE

APOC (ASSIST PRODUCTION COORDINATOR)

TV Show, 8 chapters / VIS & Paramount+

Producer company: Lumbra | CDMX | january/june 2022

- Drafting of crew and supplier contracts
- Preparation of production reports
- Management of closures and request for payments to suppliers
- Distribution of production materials to crew and client
- Purchasing

MANAGER

Santa Fortuna Restaurant | Durango, México | 2021

- Profiling and recruiting
- Coordination with suppliers
- Coordination of daily operations
- Management of social networks
- Marketing strategies
- Development and implementation of sales strategy
- Reports

SALES MANAGER

Caprice | Durango, México | 2013 - 2017

- Coordinate sales, product development and other teams.
- Communication strategy and digital marketing
- Customer service
- Sales monitoring

PROJECTS

Working as a freelance, I have developed business plan and sales strategies for companies such as Motoelectrics, Don Pompeyo and Gromex (companies based in Durango)