**Cinthia Nájera Aquino** cyn\_najera@me.com 04455 28848333 / 57393741

**Graphic Designer, Marketing expertise**

Graphic Designer with MKT expertise with Ability to get results, good project management skills and ability to prioritize, high flexibility and good capability to deal with/in changing environment, good communication within different levels of organizations (internal/external), good networking skills, high level of assertiveness and drive for alignment, innovation and creativity for new projects, collaboration & teamwork.

Management skills, branding, trade MKT, BTL, client engagement, social media, merchandising, social media contest, marketing plans (from ideation to implementation), internal communication, institutional manuals, advertising materials, pop materials, budget, commercial areas.

**Profesional experience**

**Freelancer**

• Social Media Manager for PyME’s **April 2016 to date**

• Graphic Design (Branding)

• Digital magazine

**World Association of Girl Guides and Girl Scouts**

The WAGGGS is the largest voluntary movement dedicated to girls and young women in the world. With more than ten million girls and young women from 146 countries.

World Bureau, Olave Centre • 12c Lyndhurst Road, London NW3 5PQ • United Kingdom

**Coordinator of the ‘Surf Smart’ project LATAM March 2015 – April 2016**

As the coordinator for the Surf Smart programme, in the third phase of the global project implementation, of “Security online programme” sponsored by Symantec with 17 member organizations in Latin America and the Caribbean my main responsabilities were

* Take the project to 17 Member Organization (MO) in Latin America, Caribean and a World Centre located in Cuernavaca, Mexico
* Visit some MO target for their lauch events, supporting with the event’s logistic and budget
* Coordinate the comunity manager for the content for Social Media for the project
* Accompany all of the MO on the achievement of it’s individual goals, for reach the goal of 20,000 members reached by the project by March 2016

*Achievements:*

* *Get the MOs in the Caribbean to join the programme with the Latin American to reach the goal*
* *Participation of the MOs with the social media content*
* *The target was exceeded by 12,547 members reaching 32,547 members reached by the programme*

**Radiomóvil Dipsa S.A. de C.V. (TELCEL) Ciudad de México**

Mobile and internet service company. Telcel is the largest mobile company in Mexico.

Lago Zurich 245, Col. Ampliación Granada, Ciudad de México, 11529.

**Jefe de Materiales Promocionales y Comunicación regiones 1 a 8 October 2008 - April 2014**

As a coordinator of the Marketing areas in the provinces of the country, my main roles were:

* Branding
* POP ads
* B2C Activations by AIO
* Street and Guerrilla Marketing
* BTL, ATL
* SMS Contest y Social Media Contest (Facebook y Twitter)
* Communication advertisement in POS
* Show training DEUR (launch event with the mobile trade)
* Giveaways for costumers (Merchandising)

*Achievements:*

* *Approval of communication and campaign in regions 1 to 8*
* *Improvement of sales with campaign, promotions and BTL*
* *Social Media contest with more that 32,000 costumers participating by season*
* *Standardize communication of all mobile-trades*
* *Standardize campaigns with corporate MKT*

**Teorem by Synapsis Ciudad de México**

RP and Media Agency

Cerro de Maika 390, Lomas de Chapultepec, Ciudad de México, 11000

**Art director June 2006 - October 2008**

* Art director for: Amanali Country Club, Merk laboratories Mexico and Bosque Real
* POP, Corporate Identity, Brand, brochure, logistic events, exhibition stand design

**Mexican Baseball League (LMB) February 2006 - June 2006** Professional baseball league based in Mexico, It’s a class Triple-A in organized Minor League Baseball on grade below Major League Baseball (MLB) USA.

Av. Insurgentes Sur 797, Col. Nápoles, Ciudad de México 03810

**Graphic Designer**

• Graphic designer for the project “Who is who” 2006 year book

• Internal and external communication

• LMB magazine

**Abbott Laboratories de Mexico S.A. de C.V. July 2003 - Julio 2005** *Research and medical development for different diseases with a wide range of medication, vitamin and dietary supplements*

Calzada de Tlalpan 3092, Coyoacán, Ciudad de México 30092

**Graphic Designer for the Cardio department**

*• POP material, brochure, branding for the Cardio department*

*• Internal communication and ‘We are Abbott’ magazine for the Human Resources department*

*• Internal events’ communication*

**El Financiero S.A. de C.V. October 1999 – August 2003**

*Mexican journal specialized in Finance and business*

Lago Bolsena 172, Col. Anáhuac, Ciudad de México 11460

**Graphic Designer for the Commercial Area**

• Weekly magazine “Style and recreation”

• Advertisement for the Oaxaca and Puebla Government

• Internal Communication

• Classifieds ads guide

**Education**

**UnADM** 2016 to date

International Marketing

**Universidad Del Valle de México** 1995 a 1999

Graphic Designer

**Genetec México**  June 2002

Certified Digital prepress

**Despacho La Palabra** November 2008

Basic Trainee tools

**Others**

**International Volunteering**

Volunteering at Our Chalet, Adelboden Switzerland World Centre of the WAGGGS May to August 2001

Volunteering at Pax Lodge, London UK. World Centre of the WAGGGS August to October 2001

**Key skills**

Ability to get results, good project management skills and ability to prioritize, high flexibility and good capability to deal with/in changing environment, good communication within different levels of organizations (internal/external), good networking skills, high level of assertiveness and drive for alignment, innovation and creativity for new projects, collaboration & teamwork.

**Languages**

**• Spanish** native • **English** advanced in business

**Techonology Skills**

**iOS** •Adobe • Microsoft Office

**Complementary Information**

Single, 40 years old, no children

September 2016