

ERICKA PEÑA

ACCOUNT MANAGER
BA IN COMMUNICATION STUDIES



CONTACT ME

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PROFILE

Enthusiast communicator with **+7 years of experience** in Advertising, Marketing & Audiovisual Production. Started as a copywriter and -like a pokemon- evolved to a more strategic and managerial role. I've worked for a wide range of brands in the **automotive, beauty, broadcast, consumer goods & tech** industries.

All in all, my goal has been and always will be: **to make people fall in love with brands.** Are you with me?

EDUCATION

2019	SCRUM BOOTCAMP: AGILE METHOD FOR MKT <i>CENTRO DISEÑO CINE TELEVISIÓN</i>
2016	DIPLOMA IN FILM SCRIPT <i>CENTRO UNIVERSITARIO DE ESTUDIOS CINEMATOGRAFICOS (CUEC)</i>
2008	BA IN COMMUNICATION STUDIES <i>INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY</i>
-	
2013	

PROFESSIONAL REVIEW

APR. 2020	ACCOUNT MANAGER <i>TV AZTECA</i>
-	
CURRENTLY	Brands in charge: a+ and azteca 7. <ul style="list-style-type: none">- Development of communication strategies to promote the networks (KPI's: attraction, retaining & re-launching).- Working integrally with the key internal teams involved (MKT, Media, Creative & Production) to oversee the effective implementation of the promotional campaigns.
OCT. 2019	JR. ACCOUNT SUPERVISOR <i>TERÁN\TBWA</i>
-	
DIC. 2019	Brand in charge: HP (temporary project). <ul style="list-style-type: none">- Supervision of Marcomm & Collateral assets for the AMAS & LATAM regions.- SOW management: rate cards, estimates, PO's & invoicing for both regions.- Provided mentorship for the Account Executive team.
JUL. 2017	SR. ACCOUNT EXECUTIVE <i>DDB MEXICO</i>
-	
JUL. 2019	Brands in charge: Herdez, Hisense, Lubriderm, Persil, SEAT and Vicky Form. <ul style="list-style-type: none">- Supervised 360° strategies and campaigns -including product-launchings- to excel KPI's of brands (TVC, Radio, Print, OOH, AON, Social and Paid Media & Web Site developments).- Collaborated with local and global Digital, Production & PR agencies (China, Germany and Spain).- Ensured the accuracy of invoicing, budget control reports, and revenue forecasting.

A LITTLE BIT MORE...

ACHIEVEMENTS

2019

EFFIE AWARD

DDB MEXICO - HERDEZ

Part of the team that won a Bronze Effie Award in the Food category for the “Etiqueta Semilla” campaign.

2019

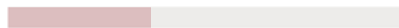
EFFIE NOMINATION

DDB MEXICO - HERDEZ

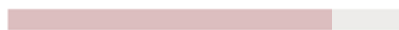
Part of the team that earned an EFFIE nomination in the Private Initiative category for the “Por un mundo más vivo” campaign.

I'M GOOD AT

Photoshop / Illustrator



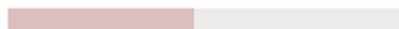
Asana / Basecamp



English | TOEFL 577



French | Intermediate



PROFESSIONAL REVIEW

AUG. 2016

-

JUN. 2017

JR. ACCOUNT EXECUTIVE

DENTSU MCGARRYBOWEN

Brand in charge: Volkswagen.

- Implemented **Always On strategies** to reach sales KPI's along with MKT brand leaders.
- Daily follow-up of AON campaigns (OOH, BTL) for VW retail stores across country.
- Coordinated delivery expectations, timelines, budgets and project status both with the internal team and client.

SEPT. 2014

-

AUG. 2016

PRODUCTION ASSISTANT

TELEvisa

- Coordinated the audiovisual production workflow and overall requirements for the Digital Content team in charge of televisatelevision.com integrated contents.

APR. 2014

-

SEPT. 2014

PRODUCTION TRAINEE

ZEBRA STUDIO

Brands in charge: Barcel, Bonafont, Clío TV, Danone, Sanborns and Walmart.

- Coordinated the development of multiple audiovisual projects included **motion graphics, 2D & 3D animation** (from briefing, budget control, talent casting, online supervision until final client's feedback/approval).

NOV. 2011

-

NOV. 2012

COMMUNICATION & DESIGN INTERN

NA-AT TECHNOLOGIES

- Trainee **copywriter and designer** of internal newsletters and overall communications within the tech startup.
- Self-learned Adobe InDesign Digital Publishing Suite (DPS), to design magazine prototypes for editorial houses.

REFERENCES

ROSARIO CASTILLO

Sr. Account Manager | TV Azteca

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ITZEL PADILLA

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