

## Areas of interest

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Cultural management, editorial, art and culture , media planning and production, gastronomy, cultural studies.

## Education

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2011-2015 Bachelor's Degree in Communication and Digital Media from Instituto Tecnológico y de Estudios Superiores de Monterrey Campus Querétaro (ITESM).

## Professional experience

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Digital Content Manager at Idee Consulting, July 2015 - working.

I design and execute digital marketing and communication strategies for Milky Way México and Dove Chocolate México's digital and social media content. I analyze big data to generate performance reports in order to measure effectivity of strategies and to be able to identify trends.

I work with the marketing team at MARS Chocolate México to develop digital marketing and communication campaigns for Milky Way México and Dove Chocolate México.

I manage the calendar and workflow of the developing digital projects of Milky Way México and Dove Chocolate México.

## Internships & Projects

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Project director of "Art and critical thinking" May 2016

workshop for children to learn about art through a personal experience that allows them to internalize the works of art. This workshop is based on constructivism and encourages critical thinking.

Art assistant for the short film "Entropía de un Hombre Ordinario" August 2015 -December 2015

Designed mise en scene, colors used throughout the movie, mood and style of the decor.

Editorial Intern at City Life and Style Magazine, January 2015 - July 2015

I curated content for the digital edition of City Life and Style Magazine.

I was also part of the team responsible for the digitalization of the magazine and the creation of a digital marketing and communication strategy for 2015.

Digital Communications Intern at Paswato Clothing, August 2014- August 2015

I wrote and sent press releases for Paswato's events and parties and assisted in the planning of special events and its digital communication.

I was also responsible for contacting and keeping a good relationship with key business partners.

Editorial Intern at Si Lees Se Nota, January 2013- January 2014

I worked closely with the Editor in Chief and helped her curate content for [www.sileessenota.com](http://www.sileessenota.com).

I helped to edit the article's style and grammar before publishing them in our website, and wrote some original pieces for the site.

## Languages

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English: Fluent

Spanish: Native

French: Intermediate

## Certifications

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Modern Art & Ideas  
by MoMa , March 2016

Integral Yoga Instructor

by Alianza Nacional de Yoga Integral, October 2016 - May 2017

Art & Activity: interactive strategies  
for engaging with art by MoMa, May 2017

## Software

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Microsoft Office: Word, Excel, Power Point.

Adobe Creative Cloud:  
Illustrator, Photoshop,  
Premiere Pro, Audition.  
Wordpress