

## EXPERIENCE

### • **SOCIAL MEDIA MANAGER, WEST COAST** | August 2019 - Present

Soho House - Los Angeles, CA

- Increased Instagram audience +179%, engagement +183% , reach +204% and engagement +138% in the first 9 months.
- Owned, developed, created and executed dedicated social campaigns for pivotal moments, such as Grammy's and Frieze LA that resulted in +93.96% of impressions and +202% of followers.
- Established Soho House Los Angeles' first influencer campaign with celebrities, artists and brands such as Prabal Gurung, Usher and George Byrne to create bespoke social campaigns and compelling Instagram Takeovers.
- Conceive and create engaging original content including photography, copy, graphic design, image editing, interviews, sourcing talent, and acting as creative, styling and production lead for seasonal social-first photoshoots
- Collaborate cross-functionally with key national and global stakeholders across marketing, events, membership, and operations to develop omnichannel promotional programs driving brand awareness and acquisition
- Utilize publishing and analytics tools to strategically schedule, measure KPIs and analyze campaign efficiency
- Created weekly, monthly and quarterly analytics and performance report to Head of Social North America and key national stakeholders

### • **MARKETING MANAGER** | December 2018 - July 2019

Grandview Public Market - West Palm Beach, FL

- Drove the design, development, and strategy of the Marketing Plan 2019-2020 for the first Food Hall in South Florida, improving revenue by 28% within the first quarter of implementation. (This strategy included: ATL, BTL, Digital, Guerrilla Marketing, Promotions and Happenings with a budget of under \$20k)
- Transform Grandview Public Market from a food hall to an entertainment venue by creating robust programming with Grammy Award-winning artists and a comprehensive wellness program that improved foot traffic by 30% in the first 3 months of implementation.
- Organically increased website traffic in 4 months by 34% and 52% on Instagram applying content marketing strategies & community outreach.
- Created an email marketing strategy from scratch, organically boosting the audience base by 17% and engagement rate by 8% in just two months.
- Produced and designed marketing collateral that showcased creatively the essence of the brand; earning a nomination for the Provisencia Awards, an award given to the business that had a significant impact on the tourism community through innovative marketing and public relations initiatives.

### • **SOCIAL MEDIA BRAND MANAGER & STRATEGIST** | July 2014 - January 2016

Analiticom - Caracas, Vzla

- Developed 360° strategies for Facebook, Twitter, Instagram & Youtube accounts including ATL and BTL within them (such as one trending topic and more than 28 million Twitter impressions during the launch of Buchanan's Brand Campaign 2015.)
- Developed and managed multiple complex projects linked to global brand strategies and social media platforms (such as: created the concept and strategy for a 360° event that integrated Twitter, Youtube, Facebook and On-Site experience in an organic way for Buchanan's Whiskey).
- Analyzed the behavior of Youtube Ads and properly change the distribution of the investment to boost results (more than 6k views in the first 3 hours for Buchanan's Brand Campaign 2015).
- Designed influencers' plan for TW & IG organically growing the audience by + 700% for one of Nestlé's account @elmundodeldulcevzla in less than a year

### • **MARKETING INTERN ABSOLUT VODKA** | October 2012 - November 2013

Pernod Ricard - Caracas, Vzla

- Designed and built concepts for more than 7 events, making the brand one of the most active in Caracas' nightlife in the fashion and music scene (such as: organizing a celebratory event for Venezuelan Latin Grammy's nominees party and creating fashion show & related cocktails with seven Venezuelan fashion designers such as Project Runway 2016 finalist Roberi Parra).
- Created brand identity for social media that became part of the digital brand book until 2015.
- Developed monthly strategies for social media platforms (took their Facebook page from 0 to 15k fans in one year and from 0 to 4,5k Instagram followers in 6 months).

## EDUCATION

### **MA ON ADVERTISING AND BRANDED MEDIA TECHNOLOGIES**

Academy of Art University | Feb 2016 - May 2017

Coursework includes: Brand Strategy, Creative Thinking, Interactive Advertising, Social Media Marketing, Art Direction and Copywriting.

### **MULTIMEDIA COMMUNICATIONS BACHELOR'S DEGREE**

UCAB | Sept 2010 - May 2015

- Dissertation: Analysis of the pop culture elements and Greek goddesses' archetypes present in Beyoncé's self-titled visual album based on the theory of Tadeusz Kowsan.
- Member of the Harvard National Model United Nations team from 2013-2015.

## AWARDS

- 2nd place at National Advertising Competition "One Club Creative Bootcamp San Francisco 2016"
- Honorable Mention (3rd Place) in SPECPOL Committee at Harvard National Model United Nations (HNMUN) 2014

## SKILLS

Later

Iconosquare

Adobe Creative Suite

Final Cut Pro

Microsoft Office

## LANGUAGES

Spanish

English

French

## FREELANCE WORK

- Creative director and strategist for Venezuelan nonprofit organization, **Heroes X Vzla**
- Creator, writer and pop culture expert of seasonal newsletter, **High on Pop**
- Social media content strategist and entertainment content editor for media company, **At Clubhouse**