



itzy.oregon@gmail.com

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Mountain View, CA

(415) - 265 - 0520

## SKILLS

Community Manager

Event Organizer

Social Media Optimization

Community Outreach

Customer Service

Localization

Digital Marketing

Radio Broadcasting

Design

PR

## TOOLS

Adobe Illustrator

InDesign

Photoshop

Excel

Google Docs

Wordpress

## LANGUAGES

English



Spanish



Portuguese



## EDUCATION

UC Berkeley Extension

**Professional Sequence in Graphic Design**

San Francisco, CA - 2016

San Francisco State University

**Social Media Marketing Certification**

San Francisco, CA - 2015

University of Colima

**Bachelor of Arts in Communication**

Colima, Mexico — 2011

GPA: 9.03 / 10

## HELLO

I'm Itzia, a self driven communicator with expertise in planning and execution of social media. I enjoy creating conversations, connecting people and experiences. I define myself as an integral communicator who conveys ideas on any platform.

## EXPERIENCE

**Social Media Manager, Red Global MX, San Francisco.**

**Mexican professional Network by Ministry of Foreign affairs of Mexico.**

**San Francisco, CA - October 2013 - Present. [Freelance]**

- Manage, localize and maintain social media channels: @RedGlobalMX\_SF & Red Global MX - SF FB Fan Page.
- Content creation and cultivation for fan engagement and growth.
- Community summits planning, PR and organization.
- Graphic design and digital branding for summits and events.
- Finding speakers and handling communication with them for the events.
- Customer Service, Spanish.

**Community Management Intern, Talenthouse Inc. [Internship]**

**Palo Alto/San Francisco, CA — May 2012 - Oct 2013**

- Contest promotion, marketing and PR support in Latin America and Spain.
- Implemented partnership deals with vertical websites to increase exposure and social presence of competitions.
- Customized and localized Latin America and Spain media materials, blog posts and website content.
- Researched, optimized and maintained Latin America and Spain participant database.
- Media pitching to journalists, bloggers and influencers.
- Managed, contributed and maintained social media outlets.
- Editorial writing and scheduling of Wordpress blog posts.
- Increased audience participation in contests.
- Customer service to Latinoamerica and Spain.

**Institutional Communication assistance, General Department of Information, University of Colima.**

**Colima, Mexico — February 2010 – July 2012.**

- Institutional press reports including interviews and photography.
- Editorial planning.

## INTERESTS

Film, salsa dancing, traveling, photography, tennis, design, biking.