

# Rocío González

A multi-faceted passionate individual who is efficient, charismatic and outgoing. Whose positive attitude combined with an ability to work under pressure makes a great asset to any team. Always willing to learn and grow

## Work Experience

### Cofino Stahl / Loyalty Program Administrator

2017 - 2019

Automobile Company

- In charge of advertising on social media
- Oversaw budget for advertising on google search networks, google display, Facebook and Instagram
- Coordinate events for internal customers
- Client Portfolio: Thule, Battery Magnum, Genuine Parts and Yokohama

### TPP Emarketing / Account Executive

2017

Social Media Advertising

- Organized the coordination of projects and campaigns on social networks
  - Controlled all the communication and advertising each month
  - Distribution of budgets for different platforms
  - Generated monthly reports of results of network progress
- Client Portfolio: Gallo, IGA, Merck, Motos Hero, Mr Bodeguitas

### Advisor Publicity / Account Executive

2015 - 2016

Public Relations Company

- Planned press conferences and events
- Communication strategy internally and to the media
  - Drafted newsletters and documents
- Client Portfolios: Continental Motors, Banco de Antigua, Masglo, Universidad Panamerica, SCANDIA, Cebollines

### Ogilvy & Mather / Account Assistant

2012 - 2015

Advertising Agency

- Operated the coordination and management of communication for various brands
  - Follow up with delivery of arts to the media
  - Ensuring the guidelines are online on the ATL and digital areas
- Coordinate the schedule of publications on Facebook and the website of Bank Ficohsa
  - Client Portfolios: Ficohsa Bank, Mather, Ford, Nissan, Mitsubishi, Fundesa.

## Education

### Bachelor's Degree

Universidad Galileo / Communication and Graphic Design

2014

### Bachelor in Science and Letters

Colegio América Latina

2007-2008

### High School

Colegio América Latina

2004-2006

### Primary School

Colegio Capouilliez

2002-2003

## References

### PROFESSIONAL REFERENCES

Dulce Ramirez

Accounts Director  
Advisor Publicity  
(502) 4725-8604

Mónica Berger

Marketing Manager  
Cofino Stahl  
(502) 5317-0198

Maria Lucero

Marketing Manager  
Publinews  
(502) 5001-2521

Stacy Sandavol

Project manager  
Conduet  
(502) 5949-4597

### PERSONAL REFERENCES

## LANGUAGES

SPANISH  
100%

ENGLISH  
75%



+32 467021904



[www.linkedin.com/in/rociogonzalezg](http://www.linkedin.com/in/rociogonzalezg)



[rociogg1416@gmail.com](mailto:rociogg1416@gmail.com)



Street: Drie Engelenstraat 4  
Town: Tongerlo  
Postal Code: 2260

## SKILLS

ADMINISTRABLE CMS



GRAPHIC DESIGN



PUBLIC RELATIONSHIPS



CREATIVITY



STRATEGIC



Proficient in Photoshop  
Illustrator  
Microsoft Office  
Excel  
Word and PowerPoint