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

Cofiño Stahl / Loyalty Program Administrator

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, Batery Magnum, Genuine Parts and Yokohama

TPP Emarketing / Account Executive

- 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

- **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
 - Education

Bachelor's Degree

Universidad Galileo / Comunication and Graphic Desing

Client Portfolios: Ficohsa Bank, Mather, Ford, Nissan, Mitsubishi, Fundesa.

Bachelor in Science and Letters

Colegio América Látina 2007-2008

High School

Colegio América Látina 2004-2006

Primary School

Colegio Capouilliez 2002-2003

References

PROFESSIONAL REFERENCES

Dulce Ramirez

Accounts Director **Advisor Publicity** (502) 4725-8604

Mónica Berger

Marketing Manager Cofiño Stahl (502) 5317-0198

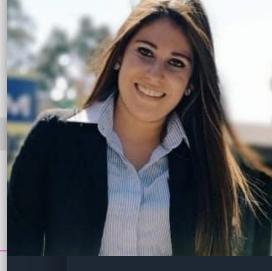
PERSONAL REFERENCES

Maria Lucero

Marketing Manager **Publinews** (502) 5001-2521

Stacy Sandavol

Project manager Conduet (502) 5949-4597





+32 467021904







SKILLS

ADMINISTRABLE CMS

GRAPHIC DESIGN

PUBLIC RELATIONSHIPS

CREATIVITY

STRATEGIC

Proficient in Photoshop Illustrator Microsoft Office Excel Word and PowerPoint







LANGUAGES

SPANISH 100%

