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Professional Profile

Bachelor in Communication with a major in Advertising and 5 years of experience in account management, ATL/Trade marketing, and digital communication. Worked with global brands such as Pepsi, Gatorade, 7UP, H2Oh, and Cervecería Boliviana Nacional (CBN), Anheuser-Busch InBev's subsidiary in Bolivia and PepsiCo's local bottling partner. Skilled in project management, campaigns, and brand activations with a strong focus on creativity, organization, and results.

Professional Experience

Agencia 1947 (formerly Agencia Humano) | Remote | 2022 – Present

Account Executive – Trade & ATL – Pepsico & CBN

- Managed client-agency coordination for PepsiCo brands (Pepsi, Gatorade, 7UP, H2Oh, Rockstar) and AB InBev/CBN brands (Agua Somos, Guaraná, Oriental).
- Managed ATL and Trade Marketing campaigns in Bolivia.
- Oversaw the production of creative materials, activations, OOH, and POS assets.

Account Executive – Digital – BFC (Beef Club, Carnicería & Frigorífico)

- Managed digital campaigns and social media content for BFC's three business units: Beef Club (premium grilling cuts), Carnicería (everyday fresh meat), and Frigorífico (institutional account).
- Coordinated digital communication strategies, creative development, and design tailored to each brand.

Account Executive – Digital – Sitrak & Repuestos Saci (Saci Group)
- Managed digital content for Sitrak, Saci's truck brand.
- Led digital campaigns and content creation for Repuestos Saci, the division specializing in heavy machinery parts.
- Coordinated design and production to deliver campaigns and strengthen brand positioning for both business units.

Bamba Tourism Marketing Corp (Bambacorp)| Remote | 2020 – 2022
Operations Director – Special Tours Iberoamérica
- Led communication and advertising resources for the tourism operator based in Palma de Mallorca.
- Directed design and production of international promotional materials.

Account Executive – "Bolivia, Una Gran Nación" Project
- Supervised productions and filming with filmmakers for the national pride campaign.
- Coordinated with tourism agencies offering travel packages across Bolivia.
- Supported the communication team in the execution of nationwide campaigns.

Junior Account Executive – Bamba Corp Agency
- Assisted in digital marketing accounts and content creation for social media brands.
- Supported project coordination and teamwork across multiple accounts of the agency.

LAT Digital Marketing | Bolivia | 2020
Community Manager
- Managed social media, digital campaigns, and Facebook Ads.
- Created content and analyzed performance metrics for agency clients.

Previous Experience (2017–2019)
- Marketing & Social Media Intern – ABC Aurora - Sao Paulo, Brazil.
- Talent Recruitment Intern – Jalasoft Bolivia.
- Marketing Team Member – AIESEC Bolivia.
- Event Planner – Society of Engineers of Bolivia.

Education

- **Diploma in Trade Marketing and Branding** – Universidad Privada Boliviana (UPB), 2024.
- **Music Industry Essentials Certificate** – New York University / Yellowbrick, 2021.
- **B.A. in Communication (Advertising)** – Universidad Privada Boliviana (UPB), 2019. (Summa Cum Laude).
- **High School graduate**- Irlandes School, 2015.

Skills

- Strong leadership and team management skills.
- Strategy and management of ATL, BTL & Trade Marketing campaigns.
- Social media, digital advertising, and production coordination.
- Event planning and project management.
- Languages: Spanish (Native), English (Advanced), Portuguese (Intermediate).
- Tools: Google Workspace, Adobe Illustrator, Photoshop, CapCut Pro; proficient in Windows, macOS, and iOS.

Courses & Recognitions

- **Brand Management Course** – Brother Escuela de Creativos, 2024
- **Digital Media Planning & Management Workshop** – UPB, 2018
- **Recognition for contribution to the UN Sustainable Development Goals** – AIESEC Bolivia, 2018