





GABRIELA TELLEZ

Advertising | Marketing | Communication Specialist

CONTACT

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 [gtellezg](#)
 [gtellezg.com](#)

SKILLS

// PROFESSIONAL

Creativity
Meeting Deadlines
Initiative
Written and oral communication
Relationship building
Teamwork
Leadership
Customer service

EDUCATION

Bachelor's in Communication
[Universidad Centroamericana \(UCA\)](#)
2011 - 2015
Received scholarship for academic achievements in the university

English as a Second Language Program
[American Nicaraguan School](#)
2005 - 2008

EXPERIENCE

ADVERTISING TRAFFIC MANAGER

[Castillo Publicidad](#) | June 2019 - October 2019

Responsible for the coordination and assignment of tasks in the departments of the agency (30 people) for over 10 clients. Excellent time and flow work management to meet deadlines.

- Scheduled and tracked all projects from inception to completion
- Approved all agency online and print media before release to final publication
- Prepared weekly project status reports

ADVERTISING ACCOUNT EXECUTIVE

[Huella Publicidad](#) | May 2017 - June 2018

Effectively managed multiple accounts (local businesses and international brands), proud to have led a working method in the agency team that allowed all departments to be involved in the entire campaign process to guide clients in the introduction of new strategies, in both traditional and digital media.

- Closed contracts with new and existing customers
- Researched potential clients products and marketing needs prior to meeting
- Followed every strategy implemented by visiting the businesses to get first-hand feedback
- Oversaw design and content for websites, blogs and social media pages

SOCIAL MEDIA MANAGER

[Huella Publicidad](#) | Jan 2017 - April 2017

Satisfactorily handled the content and community for different accounts, increasing the interaction and followers.

- Biweekly wrote articles for blogs, included photographic and audiovisual material
- Used social media metric tools to monitor competitors
- Elaborated and presented monthly reports for each account
- Created content marketing strategies

ADMINISTRATIVE ASSISTANT

Oasis Brands Inc | 2015 - 2016

Worked for a Miami food import export company, developed strong sales and customer oriented skills through the placement of a wide variety of products in multiple businesses inside and outside the state of Florida.

- Produced reports, spreadsheets, presentations and graphics
- Coordinated and assisted on-site and off-site meetings with buyers
- Took and delivered product orders
- Payment management for both employees and office bills

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SKILLS

// TECHNICAL

Digital Photography

Networking

Google Docs and MS office

Branding

Project Planning

Video Creation

Social perceptiveness

INTERESTS

Crafting

Photography

Cooking

Traveling

EXPERIENCE CONTINUED

MARKETING ASSISTANT INTERN

[Universidad Centroamericana](#) | 2014

Supported the marketing and communication department in one of the top universities where one of the main challenges was to reach the different targets: professionals interested in masters degrees and high school students.

- Represented the company across the country visiting and offering the programs, careers and courses
- Organized events and activities in campus
- Representative speaker in radio and tv tour

PUBLIC RELATIONS INTERN

[ViaNica](#) | 2013

Assisted the tourism website company (for local and international visitors) spreading awareness of the brand in the media

- Created and updated website content (english and spanish version) with photograph and articles
 - Researched trending places and activities to develop new tourist attractions
 - Announced national events once in a week in the most viewed tv channel and show at the time
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REFERENCES

Christian Rivas

President

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Rodrigo Garcia

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