

Professional Summary

Bilingual communications and marketing professional with a Bachelor's degree in Journalism from one of Peru's top-ranked universities. Experienced in leading content strategy, brand storytelling, and integrated communications across corporate, public, and nonprofit environments. Proven ability to develop and manage multi-channel communication initiatives, shape institutional messaging, and translate complex information into clear, strategic narratives that strengthen visibility and audience engagement.

Professional Skills

- Creative Writing
- Storytelling
- Google Analytics
- Content Strategy
- Editing and Proofreading
- Adobe Suite
- Social Media Copywriting
- WordPress

Work Experience

Designers Resource Collection, Costa Mesa

Jun 2025 to Present

Marketing & Communications Assistant

- **Assist in planning and executing marketing initiatives** to enhance brand awareness and maintain consistent brand messaging across all channels.
- **Own the creative direction of campaigns across social media**, email marketing, and showroom branding, translating business goals into cohesive storytelling and visuals.
- **Collaborate with external brands and stakeholders** on marketing campaigns to boost audience interaction and strengthen partnerships.
- **Plan and execute in-showroom and public-facing events** to strengthen brand visibility and engagement, contributing to positive attendee feedback and increased brand recognition.
- **Led the creation and ongoing development of DRC's first internal newsletter**, driving content strategy while overseeing writing and design to enhance internal communication and brand consistency.
- **Manage and execute biweekly to monthly email marketing campaigns (e-blasts)** to promote new products, collections, and showroom updates.
- **Manage and grow DRC's social media presence** by producing content, scheduling posts, analyzing performance, and engaging with the community to strengthen brand identity.
- **Increased DRC's social media following by 30% since July 2025**, contributing to stronger brand visibility and online engagement.

Preciso, Lima, Peru

Dec 2021 to Apr 2024

Content Writer

- **Developed SEO-optimized articles for the official Anglo American–Peru website**, improving digital visibility and search performance.
- **Managed editorial content and design for the internal magazine of Anglo American–Peru**, coordinating articles, interviews, and key communications topics to support internal engagement.
- **Led content strategy for the internal communication platform "Engage"**, ensuring consistent messaging and employee engagement across channels.
- **Led the sustainability section of the institutional magazine for the National Society of Mining, Oil & Energy of Peru**, producing editorial content on ESG topics including environmental sustainability, gender inclusion in mining, and STEM education initiatives.
- **Managed the Facebook page (+50K followers) for the National Society of Mining, Oil & Energy of Peru**, planning monthly content calendars to increase engagement and strengthen digital presence.
- **Developed strategic brand storytelling narratives for Peruvian companies, submitted to leading national marketing competitions** such as Effie Awards Peru, Creatividad Empresarial UPC, and Perú por los ODS.

Preciso, Lima, Peru

Aug 2021 to Dec 2021

Communications Intern

- **Managed content and design** for the **internal magazine** of **Anglo American-Peru**, ensuring alignment with organizational goals and internal communication strategies.
- **Coordinated and developed content** for the **Facebook page** (+50k followers) of the **National Society of Mining, Oil, and Energy of Peru**, maintaining message consistency and supporting the digital communication strategy.

Metropolitan Municipality of Lima, Lima, Peru

Dec 2019 to Jul 2020

Communication Specialist

- **Supported external communications for the Economic Development Department** by coordinating press engagement and media participation in official events.
- **Developed official communication materials** including press releases and institutional messaging aligned with government objectives.
- **Assisted in execution of social media strategies** to improve public visibility and community outreach.

E3 Partners, Lima, Peru

Jun 2019 to Jun 2019

Interpreter

- **Provided English-Spanish interpretation** during a medical campaign alongside healthcare professionals from the United States, ensuring effective communication with Spanish-speaking patients.

Arellano Marketing, Lima, Peru

Jan 2019 to Jan 2019

Mystery Shopper

- **Evaluated customer service quality, product/service standards, and English language proficiency** of frontline staff at an international airport setting.
- **Assessed overall service experience based on structured evaluation criteria**, providing insights into customer interaction and service delivery performance.

Sharon Presbyterian Church , Ayacucho, Peru

Aug 2018 to Aug 2018

Interpreter

- **Provided interpretation and coordination support for a 15-member U.S. volunteer team during a social assistance mission in Ayacucho, Peru**, facilitating smooth communication between international volunteers and local communities.
- **Supported field operations** by ensuring clarity of messaging and cultural alignment across activities and stakeholders.
- **Built cross-cultural communication expertise** by translating meaning, tone, and intent in real-time environments.

E3 Partners, Ica, Peru

May 2016 to Jun 2016

Interpreter

- **Provided English-Spanish interpretation** during a medical campaign in the Ica department of Peru, facilitating communication between U.S. healthcare professionals and Peruvian patients.

Movistar, Lima

Jan 2016 to Mar 2016

Call Center Operator

- **Delivered customer communication support for telecommunications services**, simplifying technical information and resolving service issues to improve customer experience.
- **Managed high-volume customer interactions** across sales and support, ensuring clarity, resolution, and satisfaction.

Education

Journalism

Mar 2015 to Jul 2021

Pontifical Catholic University of Peru, Lima

Consistently ranked among the top universities in Peru; strong focus on journalism, communication, and research-based storytelling.

Volunteer Experience

Digital Marketing Assistant, Mexico City

Jul 2019 to Aug 2019

- **Supported digital communications for Fundación en Movimiento**, an NGO focused on bullying prevention in Mexico, contributing to social media content creation, messaging development, and engagement initiatives to increase awareness and audience interaction.
- **Assisted in the execution of a regional anti-bullying campaign across Mexico City and surrounding areas**, contributing to content planning, coordination, and outreach efforts to ensure consistent messaging and effective campaign rollout.

Languages

English, Spanish