

Bilingual communications and digital content professional with a Journalism degree from Peru's top-ranked university. Created social media content (50K+ followers) and campaigns for prestigious marketing competitions. Skilled in storytelling, SEO content development, copy refinement, and adapting brand voice across platforms to boost engagement. Results-driven and passionate about delivering narratives that inspire.

Professional Skills

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

Work Experience

Marketing & Communications Assistant at Designers Resource Collection, Costa Mesa

Jun 2025 — Present

- **Assist in planning and executing marketing initiatives** to enhance brand awareness and maintain consistent brand messaging across all channels.
- **Collaborate with external brands and stakeholders** on marketing campaigns to boost audience interaction and strengthen partnerships.
- **Coordinate in-store and public events** to strengthen brand visibility and engagement, contributing to positive attendee feedback and increased brand recognition.
- **Create, write, edit, and design biweekly to monthly newsletters and e-blasts** highlighting new products, collections, and showroom updates.
- **Manage DRC's social media platforms** by creating and scheduling content, monitoring performance, and interacting with the online community to strengthen brand presence.
- **Increased DRC's social media following by 24% since June 2025**, contributing to stronger brand visibility and online engagement.

Content Writer at Preciso, Lima, Peru

Dec 2021 — Apr 2024

- **Wrote SEO-optimized articles** for the official **Anglo American-Peru** website, increasing visibility on search engines.
- **Managed content and design** for the **internal magazine of Anglo American-Peru**, coordinating articles, interviews, and key topics for internal communication.
- Led the **creation and management of content** for the internal communication app "**Engage**" at **Anglo American-Peru**.
- **Created and led the sustainability section** for the institutional magazine of the **National Society of Mining, Oil, and Energy of Peru**, writing articles on environmental and social topics.
- Managed the **Facebook page** (+50k followers) of the **National Society of Mining, Oil, and Energy of Peru**, creating monthly content calendars to boost **engagement and visibility** on social media.
- Designed and developed **success stories** for Peruvian companies, used in prestigious marketing competitions like **Effie Awards Peru**, **Creatividad Empresarial UPC**, and **Peru por los ODS**.

- **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.

- **Assisted with external communication** for the Economic Development Department, coordinating press participation in events.
- **Prepared communication materials**, including conference invitations and press releases for the Economic Development Department, ensuring alignment with the department's objectives.

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

- **Evaluated customer service**, product/service quality, and employee English proficiency at the Jorge Chávez International Airport in Peru.

- **Provided translation and assistance** to 15 American citizens during a social aid trip in the Ayacucho department of Peru, ensuring smooth communication between volunteers and the local community.

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

- **Sold fixed-line phone, internet, and cable packages**, providing assistance in troubleshooting service-related issues, offering technical support, and ensuring customer satisfaction.

Education

Volunteer Experience

- **Assisted in digital communication** for **Fundación en Movimiento**, an NGO fighting against bullying in Mexico, creating engagement strategies and social media campaigns.

