

CATALINA CHAPA

MARKETING MANAGER | SOCIAL SCIENCES & TECH

CONTACT INFO

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SUMMARY

Dynamic Leader in Strategic Communication and Digital Transformation

Results-oriented professional with over 8 years of experience in strategic communication, education, and gender-focused public policy. Proven expertise in designing and executing high-impact marketing campaigns, content strategies, and digital solutions for diverse audiences, including government entities, startups, and non-profits.

EDUCATION

2021-2022

UNIVERSIDAD COMPLUTENSE DE MADRID

- Master's in Gender Studies: Public Policy and Social Intervention Specialization

2009-2014

UNIVERSIDAD DE MONTERREY

- Bachelor's in International Studies
- Graduated with Leadership Honors

OTHERS

2020

State Institute for Women of Nuevo León

Social Communication Specialist

- Planned, scripted, and produced 9 educational videos on gender equality for web and YouTube.

2016-2020

Prepa Tec Sta. Catarina & Prepa UDEM San Pedro

German Coordinator

- Achieved outstanding ECODEMS certification.
- Designed over 35 school curricula.
- Taught 40 courses to over 1,000 students.
- Provided tutoring, organized promotional events, and offered group counseling.

2015

One Development Group & Líderes Ciudadanos

Administrative Coordinator

LANGUAGES

- Native Spanish
- Bilingual English (IELTS C2)
- Advanced German (Goethe Zertifikat B2)

WORK EXPERIENCE

Tec de Monterrey

2023-PRESENT

University Professor

Over 400 students across Political Science, International Relations, and Computing Departments:

- "Programming Principles for the Social Sciences"
- "Technological Tools for the Social Sciences"
- "Gender, Society, and Human Rights"
- "Diversity in a Globalized World" (Tec Week)

German Teacher at Prepa Tec EGS

- Delivered 6 courses to over 250 students
- Guided students through the Goethe Zertifikat A2/B1 certification process

Cívica Digital

2023-2024

Communications and Marketing Manager

- Copywriting, content creation, and graphic design for at least 2 weekly posts on social media (LinkedIn, Instagram, Facebook, Twitter)
- Designed 6 landing pages with Webflow
- Produced and edited 8 videos for web, social media, and marketing content
- Wrote, designed and managed 4 client prospecting campaigns via MailChimp, targeting over 5K strategic contacts
- Planned and managed 4 events
- Speaker at a panel on GovTech, representing Cívica Digital
- Collaborated on strategic alliances with partners (Open Data Charter, GovTech LATAM by BID Lab, Artificial Nerds)

Jefa.io

2021-2022

Marketing and Communications Manager

- Planned, designed, and executed over 20 marketing campaigns for an audience of 100K+ users
- Automated marketing processes on platforms like Customer.io, Sendinblue, and Survey Sparrow
- Authored 5 bi-weekly newsletters (average open rate: 85%)
- Wrote 2 lead generation whitepapers
- Copywriter for 3 weekly social media posts
- Automated customer service processes on Facebook Business and ManyChat
- Designed 20+ on/offline publications monthly (social media, emails, newsletters, print materials)