

# NATALIA GUZMÁN MORALES



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November 22, 1991 Bogotá, Colombia



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#### **EDUCATION**

09/2015 ^ Master in Communication and Advertising Management ESIC Madrid, España

08/2009 ↑ Degree in Social Communication

PONTIFICIA UNIVERSIDAD JAVERIANA

Graduated on July, 2015

07/2014 | Bogotá, Colombia

02/2013 ^ Advertising and Public Relations **UNIVERSITY REY JUAN CARLOS** 

09/2012 | Intercambio de un semestre en Madrid.



#### **WORK EXPERIENCE**

PUBLICAR S.A.S- Marketing Analyst

Sept 2015 Responsible for developing, coordinating and implementing marketing strategies to improve company profitability. Preparing monthly reports.

Aug Creation of advertising campaigns. Emai 2014 marketing, Events, Direct MK, Social mecia. Coordinate with designers for differents materials

like flyers, brochures, newsletters.

↑ WKND

Coordinator of the Advertising and Creativity Jun 2013 Department

oct 2015

Work with internal and external clients, pitching designs, and understanding client needs. Develop creative concepts and campaigns that meet the business objectives of the

organization.

Aug 2014 |

Carvajal Información-Publicar S.A.S **Communications Assitant.** (Internship)

• Monitors the Communications Inbox. Copywriter. Support in the creation of internal communications strategies.

Feb 2014

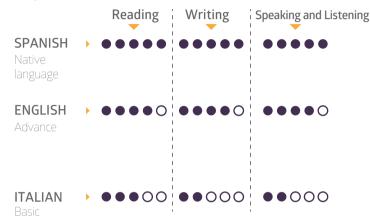
Feb 2014 \* Emcolsa- Freelance

Communication and Advertisment department

· Communication, marketing and advertising counselling un the project of ProntoWash.

Ene de Develop communication and marketing \_\_\_\_2013 | strategies and campaigns. Digital Marketing

### LANGUAGES



## **TECHNICAL SKILLS**





Travel-Photography-Reading-Watching Movies

