



# NATALIA GUZMÁN MORALES



November 22, 1991 Bogotá, Colombia



natisguz@hotmail.com



638207590



www.nataliaguzman.portfoliobox.es/



## EDUCATION

09/2015  
2016

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

Sept 2015

PUBLICAR S.A.S- Marketing Analyst  
• Responsible for developing, coordinating and implementing marketing strategies to improve company profitability. Preparing monthly reports. Creation of advertising campaigns. Email marketing, Events, Direct MK, Social media. Coordinate with designers for different materials like flyers, brochures, newsletters.

Aug  
2014

WKND  
Coordinator of the Advertising and Creativity Department  
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.

Jun 2013

oct 2015

Aug 2014

Carvajal Información-Publicar S.A.S  
Communications Assistant. (Internship)  
• Monitors the Communications Inbox. Copywriter. Support in the creation of internal communications strategies.

Feb 2014

Feb 2014

Emcolsa- Freelance  
Communication and Advertisement department  
• Communication, marketing and advertising counselling on the project of ProntoWash. Develop communication and marketing strategies and campaigns. Digital Marketing

Ene de  
2013



## LANGUAGES

	Reading	Writing	Speaking and Listening
SPANISH Native language	●●●●●	●●●●●	●●●●●
ENGLISH Advance	●●●●○	●●●●○	●●●●○
ITALIAN Basic	●●●○	●●○○	●○○○



## TECHNICAL SKILLS

PHOTOSHOP	●	●	●	●	○
ILLUSTRATOR	●	●	●	●	○
PREMIER	●	●	●	●	○
FINAL CUT	●	●	●	○	○
MICROSOFT OFFICE	●	●	●	●	●
OTHERS	●	●	●	●	●



## HOBBIES

Travel-Photography-Reading-  
Watching Movies



THE CLUE IS TO  
CREATE  
SENSATIONS

