



# Alejandra Begun

## CONTACT

### Social

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## ABOUT ME

I am a very social and creative person, passionate about everything I do. What characterizes me most is my innate drive to take things to their maximum potential and always explore ways to go one step further.

## EDUCATION

**2011-  
2015**

- **BACHELOR'S DEGREE, ANAHUAC UNIVERSITY, MEXICO.**  
Degree in Business Administration with a specialization in the entertainment industry. College certifications in Leadership, Social Media Marketing and Communication.

## WORK EXPERIENCE

**2018-  
present**

- **THE NO NAME COMPANY, MEXICO CITY.**  
Founder of the company The No Name Company, a small organization dedicated to consulting on and managing the social networks of our clients, both individuals and companies. We manage social networks for our more than 40 clients, find influencers and design marketing campaigns for brands.

**2017-  
present**

- **CASA COMEDY, MEXICO CITY**  
Consult on creative and marketing projects for Casa Comedy, a company that represents the best comedians in Mexico.

**2017.**

- **ALCEA, MEXICO CITY,**  
I was hired by Alcea SAB de CV, Mexico's largest multi-brand restaurant and food service company to create a change management campaign for their IT department. I named the project and created logos, graphic images, and materials for this large internal marketing project.

**2015-  
2017**

- **CREATIVE EDITOR, BEET, MEXICO CITY,**  
Beet is a social media marketing company. I was the project manager of the Mercedes-Benz "She's Mercedes-Benz Mexico" campaign to promote Mercedes throughout Mexico.



# Alejandra Begun

## • PUBLICATIONS AND SPEECHES

Author of the book "Que Chingados Hago Con Mis Crisis" (translation: "What the Hell Am I Going To Do With My Crises"), which will be published in 2020 by Penguin Random House.

I have given presentations about helping young people cope with anxiety and depression at the TED Mexico City Conference and to Red Cross of Mexico.

## • SOCIAL MEDIA INFLUENCER

Being so passionate about social media and communication, I have my own social media presence with more than 100K followers on my platforms. This has opened doors for me, leading to work with national and international brands, including Kia Motors, The North Face, and Burt's Bees.

## • SINGER/SONGWRITER

I have been lucky to have a music career, writing my own songs and playing at many venues. My music has even allowed me to share a stage with great artists, such as Enrique Iglesias, Capital Cities and others. My first single "Solo Contigo" was in the top 50 most played songs on Spotify in 2015.

I am a volunteer for **Cadena**, an international non-profit organization that provides assistance in emergencies, natural disasters, and humanitarian crises around the world. I also volunteered at **Grupo Promesa**, teaching kids about the environment.

My native language is **Spanish**. I am fluent in **English** and conversant in **Hebrew**.

I have traveled extensively throughout the world. I especially love outdoor activities, including climbing, hiking, surfing. I love animals, especially my pet pug. When not working, I am usually found either playing my guitar or practicing yoga and meditation.

## MARCO PIÑA

former employer at Beet.  
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SOCIAL  
WORK

LANGUAGES

ACTIVITIES/  
INTERESTS

REFERENCE