

Hello!, I'M MARCELA ESPEJO MARIN

MARKETER AND SPECIALIST IN THE BEAUTY INDUSTRY

CONTACT INFORMATION

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 Mar Espejo

 maresm12


 Marcela Espejo


PROFILE


Detail-oriented, self-motivated professional that can easily adapt to any cultural or teamwork environment. Passionate about the beauty industry, and enjoy being involved in the creative and the analytical side of strategic planning. My experience has a focus on branding, communication, and social media.


Academic Information


 Fashion Institute of Design and Merchandising (FIDM) (Los Angeles, Ca)
A.A. in Beauty Industry Marketing and Merchandising
GPA 3.93, Class 2016.

 Universidad Iberoamericana Puebla (Puebla, Mexico)
Bachelor in Marketing, May 2015
GPA 3.86, Accredited by WES.


 Universidad Complutense de Madrid + Elle Mexico
Styling, PR, and Visual Merchandising course
October 2014 - July 2015.

 COMPLIT, Creative School (Barcelona, Spain)
Creative Advertising and Community Management course.
Summer 2014.

 ISC École de Commerce (Paris, France)
Exchange program with subjects in Advertising, CRM,
and French language.
Spring semester 2013.

 IQS Faculty, Ramon Llull University (Barcelona, Spain)
International Study Tour in Business and Management
Summer 2011.

Experience

 **MARKETING CONSULTANT** at TQMéxico (Mexican products shop)
January 2015 to March 2015


Worked in the development of marketing strategies to increase the brand's awareness, improving its positioning and its engagement with the target audience in social media platforms.

 **MARKETING INTERN** at Pelikan Mexico (Stationery manufacturers)
November 2014 to March 2015

In charge of internal marketing project: create a Historical Library designed to ameliorate the sense of belonging of the employees and to collect the most important moments of the enterprise physically and digitally, resulting in over five hundred historical documents.

 **MARKETING INTERN** at Brandquo (Branding agency)
May 2013 to December 2013

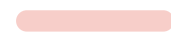
Analyzed and identified the target audience and competitors of upcoming brands to find opportunities, strategies, trends, and insights that helped us create a unique and positive brand DNA.

 **SALES ASSOCIATE** at @Nix (Gift shop)
September 2007 to March 2010

Maintained inventory control, consistently met and exceeded individual sales goals, coordinated daily cash reconciliation, and identified the customers' needs to come upon their optimal product assortment.

Languages, Skills & Strengths

Spanish



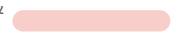
Photoshop



English



Positioning & Promotion



French



Strategic Planning



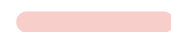
Microsoft Office Programs



Market Research



Illustrator



Branding Strategy

