

Matilda Alvarez Cely

International Media & Communication Student- Thomas More University, BE

Higher Education:

Thomas More, BE- Bachelor of International Media & Communication- Specialization in Public & Corporate Affairs (**Fall 2021-Current**).
KU Leuven, BE- Business Administration (Spring 2019- Summer 2021).

Multicultural experiences: Colombia, Panama, England, Mexico, Brazil, United States of America, and Belgium.

Skills: English, Spanish, French & Portuguese. Digital Marketing. Adobe Premier Pro. Photoshop. Communication plan. Multicultural teamwork. Action oriented. Versatile. Problem Solving. Global Perspective. Managerial Courage. Storytelling. Proactive. Open curiosity.

Interests: Event Management. Animal welfare. Contribute to achieve business targets through my leadership. Develop a communication plan to reach local community. Intercultural learning. Understand consumer needs and set goals to drive a successful brand strategy.

Relevant Experience

Unilever- *Marketing intern* (Fall 2023, Brussels, BE)

- Played a key role in the development and growth of communication plan to reach KPIs.
- Assessed social media trends to efficiently reach target audience through different creative content.
- Assisted in the execution of regional and local marketing campaigns through development of assets.

Marsh BeLux- *Marketing and Communication intern* (Summer 2022, Brussels, BE)

- Planned and performed successful corporate image update for the Belgium Team.
- Analyzed social media traffic to understand trends and reach efficiently the target audience.
- Led an internal communications project to further improve employee support and engagement.

Bavet – *Hostess* - (Fall 2021-2023, Brussels, BE)

- Collaborated with a multicultural team to ensure customers satisfaction and a memorable customer experience.
- Executed restaurant opening and closing duties to ensure proper protocol follow-up to drive efficiency.

Cookie Bites – *Founder* - (Spring 2019-2021, Queretaro, MX)

- Founded a small business with the mission of creating affordable and delicious cookies made from the finest ingredients.
- Developed a business model suitable for the Mexican market.

Muvantex Project – *Team Leader* - (Fall 2020-Spring 2021, Brussels, BE)

- Created an improvement proposal for the enterprise to implement effectively and further the attainment of goals.
- Performed a SWOT analysis and ROE of the company.

Leadership & Service

Bienestar Animal, El Campanario – *Animal Rescuer* - (Summer 2019-Fall 2021, Queretaro, MX)

- Aided animals by rescuing them from dangerous living conditions.
- Developed brand strategy leading to an increase in adoptions and donations.

Sinankay – *Caregiver* - (Spring 2018, Queretaro, MX)

- Provided physical and psychological aid for individuals with chronic mental illnesses.
- Worked with healthcare professionals administrating proper care and executing protocols regarding the elderly residents.

Casa de La Madre Y el Niño – *Child Caregiver* - (Spring 2017, Bogotá, COL)

- Assisted and cared for children as young as 5 months old and old as 6 years.
- Nurtured the children's skills and aided in their development and increased cognitive skills.

Awards:

- Video Professional Award, Creativity Bootcamp Thomas More University (November 2021)
- People's choice of most entertaining experience and souvenir design, Urban Experience Week (April 2023)
- Best Off Season Marketing Concept for DORST cocktails, Creative Thinking Course (May 2023)

Courses:

The Fundamentals of Digital Marketing - *Google Digital Garage Graduate* (Spring 2022)

- Mastered fundamentals of digital marketing through Google Garage modules and earned corresponding diploma.
- Applied retargeting for e-commerce techniques to achieve conversions.

Digital Marketing – *HubSpot Academy Graduate* (Fall 2022)

- Utilized web analytics to boost online marketing strategies.
- Advertised on mobile using responsive design websites, social media platforms, and company specific apps.

Google Analytics Certification - *Google Graduate* (Fall 2022)

- Achieved search campaign optimization through search engine advertising (SEA) and search engine optimization (SEO).