

CAMILA MADURO

camila_maduroatala@emerson.edu / (786) 479-7031 / Boston, MA

Education

Emerson College, Boston, MA
Bachelor of Science in Marketing Communication
GPA: 3.66
Hubspot Inbound Marketing Certification Course

Expected Graduation: May 2022

December 2018

Experience

Social Media Management *December 2019 - present*

La Vinoteca, Honduras

- Assisted with social media management to engage the community with upcoming sales, giveaways, and promotions
- Created content for Instagram and Facebook showcasing the variety of products offered
- Maintained strong relationships with vendors and brands and established relationships with customers to meet their needs
- Endeavors resulted in a 118.2% growth in social media followers

Marketing Intern

Style Saves, Miami, FL *July 2019*

A non-profit organization focused on supporting underprivileged students. A result of a Back to School Event that raised over \$160,000 and served 10,000 students.

- Assisted with social media management to engage with the community for donations, volunteer opportunities, and sponsorships which efforts resulted in a 10% increase in followers
- Contacted and maintained strong relationships with schools to determine their participation and student needs for the Back-To-School Event
- Managed and developed spreadsheets organizing over 100 schools and 1,000 student's uniform sizes and school supplies
- Supported Back to School Event through volunteer management, donation distribution, and other tasks as needed

Global Brand Strategies and Portfolio Management *Fall 2020*

- Explored the use of different types of brand architectures by different firms as they expand internationally
- Constructed a case analysis on Colgate's entry into foreign markets outlining the global roll-out, positioning and value proposition marketing tactics
- Assessed Marks & Spencer's entry to the Chinese market and developed recommendations to promote and revitalize brand awareness and consumer relationships

Social Media: Connectivity, Interactivity & Buzz *Fall 2020*

- Conceived overarching social media strategies for the company The House of Noa
- Communicated with The House of Noa marketing team and founder to gather company and customer data in order to formulate recommendations for their content creation, buyer personas, and influencer marketing
- Built a social media marketing campaign for the House of Noa

Memberships/Organizations

Amigos Member
Raiz LatinX Magazine
American Marketing Association, Emerson Chapter (AMA)

October 2018 - Present

January 2019 - Present

February 2020- Present

Language

Spanish - Native Speaker / English - Fluent

Skills

- Adobe In-Design, Google Drive, Microsoft Word, Social Media, Excell (Pivot Tables), SAS Enterprise Miner (Data Mining Software)