



Creation and Implementation of Public Relations Strategies. Coordination of Corporate Events and Activations. Supervision and Coordination of Accounts.

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Profile

I am a dedicated professional infused with an entrepreneurial mindset and leadership capabilities. I have a robust ability for self-directed learning, can swiftly adapt to changes and have an analytical mindset that enables me to resolve issues efficiently, with a constant focus on delivering outstanding customer service.

I am naturally outgoing and engage with others while maintaining a professional and serious demeanor. I am committed to achieving results, fulfilling set goals and perpetually striving for excellence in all my endeavors.

Objective

I am seeking a role in Communication within the Marketing or Public Relations department, with the aim of developing external communication strategies and/or organizing corporate events. These efforts will help strengthen and position the brand in the consumer's mind, always with a focus on increasing sales and providing excellent customer service.

Education

2004-2008. B.A. in Visual Communication. Universidad de la Comunicación.

Software: Office. **Languages:** Spanish - English - French.

Work Experience

2022 / Present. Booker & Model Manager at Queta Rojas Model Management:



Responsibilities: Leading the division for dancers and choreographers and managing the career progression of talents within Mexico. Coordinating and developing castings for large-scale dance projects, including parades and films. Conducting scouting, recruitment and development of talent and influencers.

Results: Successfully developed and launched a new division within the company dedicated to representing dancers and choreographers, resulting in a 10% increase in company sales. Assembled a dynamic roster of 50 dancers and choreographers, which continues to expand.

2018-2021. Freelance Account Supervisor.

Responsibilities: Ensure smooth communication between clients and team members, develop briefs, prepare meeting minutes or reports, plan and manage various phases of assigned projects and create compelling presentations and reports.

Projects:

2018. UN Pitch for the "Clean Energies" project. Winning pitch. Creatives Rafa Muguiro and Mariana Navarrete.

2019. "Banamex Credit Cards" project. Creative Diego Wallach. Agency Publicis.

2019. Herdez project, "Dual-Use Can". Agencies DDB and Flock.

2020. Coppel project, "Seasonal Campaigns", 6-month duration. Agency Gelattina Monterrey.

2021. Sesame Street project, Kori launch campaign. Agency Patola. Creative Patola.

2017 to present. Founder of Kitty Hotel.



CuidaMiMascota

Responsibilities: Provide lodging for cats whose owners are traveling, ensuring all essential care including feeding, attention and cleanliness, while maintaining a healthy, hygienic and enjoyable environment.

Website: cuidamimascota.com

Results: Efficiently accommodated 250 reservations with a 100% success rate, received 75 reviews and gained 30 recurring customers.

February 2017 to present. Founder & Creative Director. La Sirène de la Fête.



Responsibilities: Conceptualized, developed and launched a Festival Beauty brand. Managed the website (Shopify), created social media content, designed new products and initiated marketing campaigns focused on different seasons of the year. Create promotions, engage potential clients and train new staff.

Website: lasirenedelafete.com

Instagram.com/[lasirenedelafete](https://www.instagram.com/lasirenedelafete)

Results: I successfully designed and developed three product lines and a festival makeup service, resulting in over 500 online sales, despite the challenges posed by the pandemic.

2013-2018. Deputy Manager of Corporate Communication (PR) at Sony Mexico.

SONY

Responsibilities: Develop external communication strategies, train spokespersons, create spokesperson documents and Q&As, manage budgets, produce product launch events, create agency pitches, develop influencer and media alliances, manage public relations agencies, develop communication materials, plan media travels and sponsorships.

Results: During my time at the company, we improved the efficiency of event participation, increasing the ROI from 3:1 to 5:1. Additionally, we revitalized the communication of Walkman with the latest product launch within its sport line, achieving an ROI of 25:1.

We successfully introduced a significant Audio line capable of super high-quality playback (Hi-Res Audio), achieving a 7:1 ROI. This launch positioned us alongside BOSE. We increased the SOV of the Audio category by 15% compared to the previous year, thanks to the PR strategies we developed.

2012-2013. Account Executive (Adidas) at Designa3.



Responsibilities: Ensure the fulfillment of each client's objectives by serving as the primary liaison between the client and the agency. Effectively communicate the client's needs to the internal team, manage assigned project budgets and oversee the execution and supervision of BTL campaigns and Digital Marketing.

Results: We increased foot traffic at Adidas points of sale by 10% during the months of promotions. This led to an 8% increase in product purchases during the campaigns. Additionally, we streamlined internal processes to improve project delivery times, reducing them from 3-5 days to just 1-3 days.

List of Skills

Customer service.
Personnel management.
Proactivity.
Creativity.
Adaptability to change.
Honesty.
Entrepreneurial spirit.
Multitasking.
PR strategies.

Talent scouting.
Problem-solving.
Self-taught.
Skill in creating presentations.
Planning and logistics.
Teamwork.
Project tracking.
Event production.
Organization.