

EDUCATION

University of Puerto Rico, Río Piedras Campus

- Bachelor's in marketing with a Minor in Business Communication, expected graduation in May 2026

CERTIFICATES

Coursera

-Google Digital Marketing & E-commerce

HubSpot Academy

-Content Marketing

SimpliLearn

-Digital Marketing Strategy

Semrush Academy

-Influencer Marketing

Campaigns for Beginners

-SEO Essentials

-SEO & Content Playbook for agencies with Andy Crestodina

SKILLS

- Bilingual

- Leadership

- Video Editing

- Event Coordination

- File and Collection

- Public Speaking

- Photography

- Social Media Management

- Basic Graphic Design

- Journalism

- Basic Accounting

PROGRAMS

- Microsoft Office 365

- Google Suite

- Zoom

- Canva

AWARDS

-3rd place at 'Competencia Emprendiendo con la FAE primavera 2025'

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Internship & Job experience

Programa Enlace – UPRRP

Administrative assistant (February 2025 – Present)

-Designed and developed 5+ creative posters a week for display across the administration building on campus.

-Contributed to raising awareness within the student community.

-Aided visiting companies and entrepreneurs at campus events.

Sanabria & Asociados – Silver Springs

Marketing Intern (July 2025 – August 2025)

-Uploaded and organized 40+ client data daily from PNC within CRM systems and social media platforms.

-Supported management of social media accounts across multiple platforms, helping increase engagement and visibility for the brand.

-Developed and produced content, including scripts, videos, and captions, to drive engagement.

Disney College Program – Walt Disney World

Merchandise Associate/Sales (January 2024 – May 2024)

-Acquired and balanced 5+ skills in training to efficiently handle various specific tasks in a fast-paced retail environment.

-Successfully navigated diverse environments and changing situations, ensuring seamless customer experiences.

-Developed innovative and magical solutions to enhance sales and improve customer satisfaction.

Extracurricular and Leadership Activities

SME Puerto Rico – UPRRP Chapter

Treasurer (September 2025 – Present)

-Budgeted and strategically allocated assets to support events/operations.

-Managed the chapter's financial account and monitored individual balances for 20+ active members,

American Marketing Association & TCC– UPRRP Chapter

Assistant of Professional Development (August 2023 – May 2024)

Member (August 2023 – Present)

-Enhanced professional development opportunities for 100+ members by organizing workshops and conferences.

-Engaged in practical projects to gain real-world experience in the consulting and marketing industries and refined essential skills.