



## ABOUT ME

*Results- driven advertising professional with a Bachelor's degree in Communication, specializing in Creative Advertising.*

***WARNING!** Highly caffeinated worker, may cause excessive creativity and spontaneous bursts of persuasive storytelling. Prolonged exposure may lead to engaging audiences and driving action.*

***PROCEED WITH CAUTION!** Side effects include expertise in advertising copywriting, content creation and strategic marketing. Ideas may be turned unto impactful campaigns and achieve business goals.*



## CONTACT

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Caguas, PR

Portafolio: <https://karlamachado.site/>



## EDUCATION

### God's Dream Academy Homeschool

Caguas, PR 2013 - 2020

- Graduated Class of 2020
- GPA 4.0

### Escuela Libre de Música Antonio Paoli

Caguas, PR 2014 - 2020

- Graduated Class of 2020
- GPA 4.0
- Musician Student: Pianist, singer, songwriter and composer

Karla Machado

## COMMUNICATIONS STRATEGIST

### USC - Universidad Del Sagrado Corazón

San Juan, PR 2020 - 2024

- Bachelor's Degree in Strategic Communications
- Specialization in Creative Advertising

### UCM - Universidad Complutense de Madrid

Madrid, Spain April 2022 - May 2023

- Strategic Communication Courses
- Creative Advertising Courses



## WORK EXPERIENCE

### Wunderman Thompson, PR

Internship June 2023 - July 2023

Tasks:

- Social Media ads
- Campaign copy presentations
- Creative Briefs
- Others



## SKILLS & ABILITIES

**Hard Skills:**

- Bilingual (Spanish & English)
- SEO
- Microsoft Teams, Word, Excel, and PowerPoint
- Scheduling & Organization
- Social Media Analytics

**Soft Skills:**

- Adaptability
- Creativity
- Out-of-the-box thinker
- Leadership
- Verbal & written communications



Portafolio QR Code