



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

(939) 457 - 0322

Karlamachadoalv@gmail.com

Caguas, Puerto Rico



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

COPYWRITER



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

Wonderbergs Studios, PR

Internship July 2024 - November 2024

Tasks:

- Monthly campaign presentation with clients
- TV Scripts
- Creative Briefs
- Storytelling
- 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