



YIDDA ZARAGOZA

PR / CONTENT CREATOR / SOCIAL MEDIA & ACCOUNT MANAGER

CONTACT

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PORTFOLIO

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SKILLS & SOFTWARES

Website Administration / Brand Development / Writing & Editing / Team Leadership / Content Development / Video Editing / Photography / Budgeting and Planning / Client Support / Working Independently / Blogging / OpenTable / Sprout Social / Microsoft: Excel, Word, PPT / CRM Operation / Mailing / SEO Keywords Search / SemRush / Google Trends / Google Analytics / Canvas / Shopify / FB Insights / Adobe: Ps, Ai, Pr /

EXPERTISE

| | |
|------------------|---------------|
| Content Creation | SMM |
| Public Relations | Data Analysis |
| META Ads | Account Mgmt |
| Project Mgmt | |

EDUCATION

Bachelor's Degree_2012-2015 Advertising and Communications Universidad Tecnológica de México

Certified_Digital Marketing_2016 Universidad Tecnológica de México

Languages

English-Fluent / Spanish -Native

ABOUT ME

Date of birth_28/04/1994

Nationality_Mexican

Sex_Female

EXPERIENCE

Aug 2022 > June 2023

Senior Content Creator @Freelance for Punta Mita (Luxury Residence and Resort)

- Developed social media content and optimization strategies that increased engagement and resonated with the target audience.
- Implemented SEO strategies such as crafting compelling headlines, keywords and hooks that grabbed attention and evoked curiosity, as well as positioning the content.
- Used a mix of formats (such as videos, images, and interactive elements) on IG, TikTok, Twitter, LinkedIn and Youtube to cater to different audience preferences, and incorporated storytelling techniques to make the content relatable and emotionally compelling.

Jul 2021 > Aug 2022

Food and Beverage Marketing and PR Account Manager @Marriott

- Built relationships with leads through personalized email marketing that improved customer satisfaction, lead engagement and higher conversion rates.
- Developed and implemented the new Marriott Bonvoy Program for Food & Beverage, including a communications training addressed to the operations team.
- Managed campaigns to encourage audience interaction and feedback through comments and reviews about the restaurants and spa, increasing the position on TripAdvisor, OpenTable, Uber Eats, and Rappi.

Mar 2021 > Jun 2021

PR Account Executive @Freelance for Jeffrey Group (PR Agency)

- Managed budgets with providers and developed digital communication strategies for Gatorade's new product launch and successful campaigns.
- Oversaw media relations and collaborated with influencers to create viral videos on Instagram and TikTok, showcasing the product's benefits. This resulted in a surge of engagement, brand awareness, and leads.
- Generated media clippings and provided monthly reports to measure metrics such as ROI, KPI's, CTR and Traffic Volume.

Apr 2019 > Nov 2020

Project Manager & Community Manager @Freelance for Estudio Alterna (Communication Agency)

- Successfully managed graphic design projects and maintained direct client relationships, resulting in the successful completion of projects within budget and on schedule, while exceeding client expectations and achieving outstanding design outcomes.
- Served as the community manager for Pueblo Bonito, Vallarta Pride, and Festival Gourmet, resulting in increased brand awareness, enhanced customer loyalty, and a thriving online presence for each organization.
- Handled features, budgets, and reports for META ads, resulting in increased engagement, reach, and conversions, and ultimately driving significant growth for the client's business.

Aug 2017 > Apr 2019

Pr Account Executive @Another company (PR Agency)

- Cultivated friendly business relationships with key media outlets, editors, and industry leaders in the tech, entertainment, B2B, and fashion sectors.
- Created effective PR campaigns and positioned key messages with national media outlets.
- Managed communication during brand crises and coordinated press conferences.
- Orchestrated entertainment and corporate events while liaising with media for publications.

Jan 2016 > Aug 2017

Pr Account Executive @FCB Mexico (Advertising Agency)

- Coordinated startup events to enhance brand visibility, resulting in increased media coverage, industry recognition, and heightened brand awareness.
- Acted as a Community Manager for Poett LATAM and ÓLEO Cancún Hotel, nurturing online communities, resulting in increased engagement, brand loyalty, and positive sentiment among Latin American audiences.