

MARIA CAMILA PINZON

MARKETING & INTERNATIONAL BUSINESS

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EDUCATION

Master of Business Administration - MBA

January 2022 - Present

Seattle University / Seattle, WA

- Certificates in Marketing, Innovation & Entrepreneurship
- Dean's List in every quarter
- Albers Professional MBA Scholarship

Bachelor of Business - Double Major in Marketing & International Business

February 2014 - March 2019

Universidad Santo Tomás - Bogotá, Colombia

- Two Cum Laude Diplomas
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WORK EXPERIENCE

Lead Social Media Manager

January, 2022 - Present

Seattle University Writing Center / Seattle, WA

- Plan, design, and schedule content for social media (3-5 posts per week), using platforms such as Trello, Canva, Adobe, and Later.
- Increased Instagram followers by 16% since January 2022.
- Collaborate with the writing center staff and other on-campus entities for events and marketing.
- Engage daily with other campus social media accounts with comments, liking posts, and DMs.

Customer Marketing Intern

July, 2018 - July, 2019

Diageo / Bogotá, Colombia

- Analyzed and created written weekly reports with important findings about distributors' performance and progress.
- Designed on Excel a KPI scorecard as a new tool to better visualize sales and execution performance.
- Led and developed the "Diageo Brand Passion" plan within the Customer Marketing department resulting in an increase in brands' knowledge.

OTHER EXPERIENCE

Au Pair

August, 2019 - August, 2021

Au Pair Care / Bellevue, WA & Maplewood, NJ

- Provided childcare while promoting through different activities the social, physical, mental, and academic development of six children ages 3 - 15.
 - Coordinated with parents the kids' drop-offs and pick-ups from school and other activities.
 - Built strong multicultural relationships with the families and new friends at a personal and professional level.
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SKILLS

Google Ads • Google Analytics • Figma • Canva • Qualtrics • Shopify • Linktree • Adobe Creative Suite • Later • Trello • Digital Marketing • International Marketing • Strategic Marketing • SEO • SEM • Customer Marketing • Branding • Market Research