

**Hello, My name is Victoria Rosenthal Madrid. I know, it's a mouthful.
Call me **Vicky**.**

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VICKYNOVICTORIA.COM

Skills

Native in Spanish and English. Lead Generation. Public Relations. Social Media Strategy & Marketing. Copywriting. Illustrator, Photoshop, InDesign & Premiere. Mac & Microsoft Office. Squarespace & Weebly. Binge Watching Sitcoms.

School

AUGUST 2017 - MAY 2019

Miami Ad School & Florida International University, Miami – *Master of Science in Strategic Communication*

SEPTEMBER 2012 - MAY 2016

Boston University, Boston – *Bachelor of Science in Communication*

Work

NOVEMBER 2019 - PRESENT

Wyncode, Miami – *Marketing Manager*

- Managed all marketing efforts including paid media planning, events organization, social media and digital content creation
- Exceeded monthly lead generation goals by an average of 2x
- Supervise and report on all paid media campaigns on platforms including Google Ads and Facebook Ads
- Connect with key stakeholders in the Miami tech and education ecosystems to establish symbiotic partnerships
- Managed public relations efforts including coordinating press coverage, sourcing awards, and managing media kits

MAY 2019 - SEPTEMBER 2019

Alma, Miami – *Copywriter*

- Conceptualized creative ideas for out of home, films, content series, and experiential
- Wrote television spots and digital content scripts, taglines, longform copy, and pitch presentations
- Clients included Miller, Sol, McDonald's, Pepsi, Lola, and Clorox

NOVEMBER 2018 - MAY 2019

Florida International University, Miami – *Graduate Research Assistant*

- Provided support with preliminary research for academic papers
- Assisted with data collection such as conducting focus groups, interviews, content analysis, surveys and experiments

AUGUST 2016 - MAY 2017

El Autobús, Miami – *Social Media Manager*

- Wrote bilingual social media content for various accounts and supported agency copywriting and translation
- Pitched, planned and executed social media campaigns, then analyzed and reported results

Etc.

WINTER 2018

Wongdoody Women In Advertising Scholarship – *Winner*

OCTOBER 2015 - MAY 2016

Latin American Student Association, Boston – *Vice-President*