
PROFESSIONAL SUMMARY

Proven talent for aligning business strategy and objectives with established content marketing and operations management paradigms to achieve maximum results with minimum resource expenditures. Exceptionally dedicated professional with keen leadership, communication, organizational skills, as well as budget, brand and client management, idea / concept development and research expertise.

EDUCATION AND CREDENTIALS

Master of Business Administration (MBA)

December 2020

Florida International University, Miami, Florida; Concentration: Entrepreneurship & Innovation

Honors: Beta Sigma Gamma International Business Honor Society; GPA 3.98/4.00

Bachelor of Arts (BA) in Film & Digital Media

December 2008

Baylor University, Waco, Texas; Minor in Corporate Communication and French; GPA 3.58/4.00

PROFESSIONAL EXPERIENCE

SaralinaDigital, LLC

Owner –E-Commerce, Branding and Digital Solutions

May 2020 – Present

During the peak of the pandemic, I started helping local businesses transition their brick-and-mortar businesses to E-commerce platforms. From there, my business has branched off and flourished into social commerce, digital marketing, branding and business strategy and consulting for businesses and professionals looking to stay competitive in our ever changing digital economy. My goal is to craft strategies for my clients that will attract and enhance the experience of their target demographic.

- Consulting small businesses and professionals on strategy, problem solving and digital solutions.
- Providing branding and digital marketing solutions to businesses and professionals.
- Advising clients with brand development and offering practical guidance and seamless integration to apply their business model to online technologies.
- Setting-up and managing E-Commerce stores and syncing it to social commerce platforms.
- My clients have seen 200%-1000% growth in revenues since hiring my company for their e-commerce and digital marketing needs.

Univision Communications

Project Manager, Sports Partner Solutions

March 2015 – May 2020

September 2016 – May 2020

- Developing client-specific marketing solutions, integrated marketing material, and pre-sales opportunities that help drive broadcast revenue.
- Conducting the presentation of ideas and concepts through PowerPoint decks and digital presentations to clients and internal stakeholders.
- Navigating the negotiation of ideas and creation of solutions in collaboration with ad agencies, clients, and internal stakeholders to yield maximum client satisfaction on all campaigns.
- Establishing and nurturing business partnerships with highly respected clients such as Disney, DreamWorks, Google, Apple and Amazon.
- Playing a key role by administering and maintaining a database of 120 brands worth \$900M in inventory.
- Strategizing and develop more effective and efficient methods of production which have led to monetary savings for the company.

- Perform as the liaison between account executives, editorial teams and broadcast counterparts to drive custom and off-the-shelf sponsorship opportunities for advertising partners, providing result-oriented success.

Assistant Director, Technical Operations***March 2015 - September 2016***

- Orchestrated the delivery of live television productions by “calling the shots” to the production crew.
- Evaluated, revised, and corrected the content of all new elements and production activities.
- Supervised and facilitated production elements, including graphic, music, and all-over related presentation elements.

Imagina Studios, ESPN, Miami, Florida,***November 2011 - March 2015******Production Coordinator***

- Oversaw the coordination of operation logistics relevant to ESPN needs.
- Monitored and provided direction to technical production staff and supervised productions.
- Performed the recordkeeping of financial values and day-to-day technical/administrative journals utilized for accounting and payroll purposes.

ESPN, Miami, Florida***August 2011 - November 2011******Production Coordinator***

- Managed communication with ESPN stakeholders and partners to coordinate show production and deliverables.
- Served as liaison between the company, external partners and show guests.

Socialite Marketing, San Antonio, Texas***August 2010 - August 2011******Digital Media Marketing Coordinator***

- Devised and conceptualized effective marketing strategies to bring in new clients.
- Directed and spearheaded campaigns via social networking sites.
- Oversaw the planning and organization of mixers, fundraisers, and fashion shows.

ABC News Magazines, New York, New York***July 2008- January 2009******Undergraduate Associate***

- Conducted research and the copywriting of stories for ABC 20/20 news specials.

SERVICE & LEADERSHIP

- | | |
|--|----------------|
| • VP of Marketing- Beta Sigma Gamma Executive Board- FIU Chapter | 2020 - 2020 |
| • Inspiring Future Mentors Program – FIU | 2020 – 2020 |
| • FIU Student Hustlers Member – FIU Startup | 2020- 2020 |
| • Member of Prospanica Association – South Florida Chapter | 2020 - Present |
| • Member of Association of Latino Professionals for America | 2020 - Present |
| • Philanthropic Missions for Disadvantaged Communities in Colombia | 2014 - Present |
| • Casa de Jesus - Visual Media Director | 2012 - 2018 |
| • Disney VoluntEAR - ABC News Volunteer | 2008 - 2009 |
| • Vice President - Baylor University Hispanic Student Association | 2006 - 2008 |
| • Clasped Hands in Service Community Service Sorority | 2007 - 2008 |

AWARDS, CERTIFICATES AND HONORS

- Harvard University Contract Law Certification
- IBM Enterprise Design Thinking Practitioner
- Lean Six Sigma Yellow Belt Certification
- LinkedIn Market Research Foundations
- Miss Independence of Colombia 2010 Pageant Winner.
- Beta Sigma Gamma International Honor Business Society

-
- Lambda Pi Eta Communications Honor Society, Delta Epsilon Iota Academic Honor Society Golden, Key International Honor Society

ADDITIONAL INFORMATION

Languages: Fluent in English, Spanish, and French

Proficiencies: Microsoft Excel, PowerPoint, Windows Mac OS, Microsoft Project, Salesforce, Workfront, Nirvana, Avid Interplay, Momentum, Final Cut Pro, Photoshop, Power BI, Market Research Foundation, business analysis, process improvement, client solutions, vendor management, marketing communications, marketing strategy, online business models, pitching ideas to executives, customer relationship management, experience working with Latin American markets.

Interests: Tango, travel, tech, cultures and sports.