

ROMINA MENA

MARKETING & COMMUNICATIONS SPECIALIST | BRAND, CONTENT & PR

+52 55 32262521

romy_1299@hotmail.com

Mexico City Metropolitan Area, Mexico

PROFESSIONAL SUMMARY

Marketing and Communications Specialist with experience in brand communications, content strategy, PR, community management, SEO, and digital media. Proven background in creating multi-channel content strategies, managing social media and brand presence, supporting lead generation initiatives, and developing communication campaigns across web, email, and social platforms.

Strong experience in media relations, talent outreach, content production, and digital storytelling. Multilingual professional fluent in Spanish and English, with advanced Portuguese and working proficiency in French and Italian and basic German.

EDUCATION

B.A. in Communications & Digital Media

Universidad del Valle de México | 2019 – 2023

Diploma in Digital Marketing

Tecnológico de Monterrey | 2024

CERTIFICATIONS

- Google Professional Certificate – Digital Marketing & E-Commerce
- Google Professional Certificate – Project Management
- MIT & Santander – Digital Transformation
- MIT & Santander – Big Data
- Domestika – SEO & SEM
- Domestika – Community Management
- Domestika – Voice Over
- Domestika – Video Editing

CORE SKILLS

- Content Marketing
- Brand Communications
- Social Media Strategy
- Community Management
- PR & Media Relations
- Copywriting
- SEO & SEM
- Email Marketing
- Website Content Strategy
- Content Creation
- Influencer Marketing
- Canva
- Adobe Creative Suite
- Google Analytics
- Meta Business Suite
- Google Ads

LANGUAGES

Spanish — Native
English — Fluent
Portuguese — Advanced
French — Intermediate
Italian — Intermediate
German — Basic

EXPERIENCE

FREELANCE MARKETING & COMMUNICATIONS CONSULTANT

MARCH 2025 – PRESENT (REMOTE)

- Develop digital marketing and communications strategies for clients in the United States
- Create content calendars and social media strategies to strengthen brand presence
- Produce copy for websites, social media, newsletters, and promotional campaigns

BRAND & COMMUNICATIONS SPECIALIST

PROYECTOS FARES | DEC 2023 – MAR 2025 (HYBRID)

- Led brand communication initiatives across website, social media, email, and LinkedIn
- Developed SEO-oriented website content and blog articles to improve online visibility
- Managed content creation for Instagram, Facebook, TikTok, and LinkedIn
- Designed email marketing campaigns and communication flows
- Created website content and coordinated brand messaging consistency

RADIO HOST & MEDIA COMMUNICATIONS INTERN

UVM RADIO | JANUARY 2023 – DEC 2023 (IN PERSON)

- Hosted “The Mainstream Show” and conducted interviews with international artists, musicians, and public figures
- Independently sourced and secured interviews with artists, musicians, and public figures through direct PR outreach and talent relations management
- Produced social media and website content for the program
- Covered live events and multimedia content production
- Strengthened experience in media communication and public relations

COMMUNICATIONS SPECIALIST

ATMÓSFERA MEDIA | DECEMBER 2021 – JULY 2022 (HYBRID)

- Managed multiple public-sector social media accounts
- Produced informational and community-focused digital content
- Reviewed editorial style and written communication materials
- Supported live social media coverage of official events

COMMUNITY MANAGER

ROCKSTAR EXPERIENCE | DECEMBER 2020 – NOVEMBER 2021 (IN PERSON)

- Managed social media content and community interactions
- Assisted with event communication and promotional materials
- Produced photo and video content for digital channels

Portfolio: <https://www.romymena.com/en/portafolio>

LinkedIn: <https://www.linkedin.com/in/miranda-romina-m-b2811220a/>