

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

VICKYNOVICTORIA.COM • VICKY@VICKYNOVICTORIA.COM • (305) 934-2407

Skills

Native in Spanish and English. Lead Gen Marketing. Public Relations. Social Media Strategy & Marketing. Copywriting. Illustrator, Photoshop, & InDesign. Mac & Microsoft Office. Drag & Drop Website Builders. 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

OCTOBER 2020 - PRESENT

InGenius Prep, Remote - *Assistant Director of Marketing*

- Managed team of 5 marketers, designers, and assistants. Trained team in events, PR, blog, social media, and general marketing tasks. Hit KPIs yearly.
- Assisted in planning monthly campaign calendars around sales goals. Planned and managed execution of campaigns including EDM, social media, events, and more.
- Wrote copy for website and marketing collateral, and oversaw design. Handled Wordpress tasks for marketing projects.
- Exceeded yearly sales goals 2021, 2022 and 2023.

AUGUST 2016 - PRESENT

Vicky No Victoria - *Branding Consultant & Designer*

- Provide brand strategy and planning services before executing.
- Design brand identities including logos for startup companies in several different markets.
- Write brand copy including brand personas, headlines, website copy, and copy for digital and traditional ads.
- Design and build websites following branding guidelines using Squarespace and other drag & drop builders.

NOVEMBER 2019 - SEPTEMBER 2020

Wynocode, 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.
- Supervised and reported on all paid media campaigns on platforms including Google Ads and Facebook Ads.
- Connected 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.

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*