

ANDREA LOPEZ

SOCIAL MEDIA MANAGER

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🌐 www.adventtrinity.com

📍 2909 E. Arkansas Ln., Suite C - 34,
Arlington, Texas 76010

EDUCATION

Bachelor in Communication and Public Relations

Universidad Latinoamericana, Ciudad de México

2013 – 2017

Universidad de la República Mexicana

Mexico City

CERTIFICATIONS

DigitalMarketer Content Marketing Specialist

DigitalMarketer Social & Community Manager

HubSpot Delivering Client Success

HubSpot Inbound Marketing

HubSpot Social Media Marketing

Professional Summary

Experienced and results-driven social media manager with extensive expertise in managing social media accounts and designing promotional materials. Proven track record in leveraging social media marketing to drive business growth and enhance brand presence. Demonstrated success in managing multi-faceted projects and leading cross-functional teams. Adept at using advanced social media technologies and analytics to deliver measurable results. Proficient in project management, graphic design, and a variety of social media and business management tools. Recognized for exceptional creativity and strategic vision, contributing to the rapid growth and success of multiple ventures.

Skills

- **Social Media Account Management:** Expert in managing and optimizing social media accounts across various platforms.
- **Graphic Design:** Proficient in designing promotional materials using advanced graphic design tools.
- **Social Media Marketing:** Skilled in developing and executing social media campaigns to boost brand awareness and engagement.
- **Project Management:** Adept at overseeing projects from conception to completion, ensuring timely delivery and quality.
- **Content Creation:** Creating engaging and compelling content for social media, websites, and promotional materials.
- **Event Coordination:** Experienced in coordinating events and creating marketing materials to support them.
- **Photography:** Skilled in event photography and visual content creation.

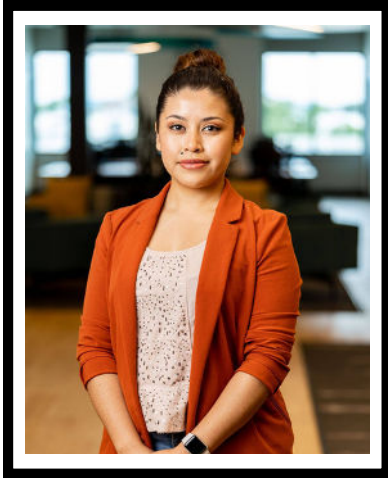
Professional Experience

Jul 2018 - Present

Advent Trinity Marketing Agency | Arlington, Texas, United States

Social Media Manager

- **Social Media Management:** Manage and optimize social media accounts for various clients, ensuring consistent and engaging content.
- **Promotional Materials:** Design promotional materials to support marketing campaigns and enhance brand presence.
- **Graphic Design:** Create visually appealing graphics for social media posts, advertisements, and promotional materials.



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TECHNICAL SKILLS

Adobe Illustrator
Adobe Photoshop
Canva
e-Clincher
Facebook
Instagram
LinkedIn
Pinterest
TikTok
Twitter/X
YouTube

Key Contributions

- Vintage Barbershop: Increased business bookings to a full weekly capacity using social media marketing strategies.
- Men Serving God: Helped raise over \$100,000 for the non-profit organization through effective social media campaigns.
- BFF Asian Grill & Sports Bar: Tripled business revenue using targeted social media marketing efforts.

Jun 2016 - Jun 2017

A Favor de lo Mejor | Mexico City, Mexico

Educational Project Assistant

- Assisted in writing and supervising articles and managing social media content.

Oct 2012 - Apr 2016

CNEP | Mexico City, Mexico

Communication Assistant

- Managed content for magazines, websites, and social media platforms.
- Coordinated events and created marketing materials.
- Supported event photography.