



Lilia Nava

Marketing and Advertising

ABOUT ME

I am creative, hard worker, marketing and advertising passionate and a sales and finance enthusiast, with more than 10 years of experience, that likes to achieve the correct solutions to solve not only the customer problems but also to reinforce the brand, company, and team that I work for.

EDUCATION

2005 Marketing and Advertising degree professional license 4797403 at Universidad Cuauhnáhuac, in Cuernavaca, Morelos

2018 50% MBA on finances (to be completed) at UVM Campus Cumbres, Mty. NL

Multiple courses on marketing, sales, and other areas.

INTEREST

Traditional marketing
Advertising
Digital marketing
Social media strategy
Sales
SEO 80%
SMO 72%

WORK EXPERIENCE

● Delgado y Asociados 2017 - Current

Executive Assistant for the Sales Manager and Marketing and Advertising Specialist.

● Sutherland Global Services 2014-2017

Bilingual customer service representative.

● MKT+AD 2013-2014

Small businesses Marketing and Advertising Consultancy.

● Strategy Pop Up 2013

Sales for advertising campaign.

● AG Express 2012-2013

Marketing Analyst Sr.

● Omicrón Comunicación 2010-2012

Account executive and marketing and advertising consultant.

● Corporación Fabila 2007-2009

Marketing and Advertising Coordinator.

● Consultoría Integral Inmobiliaria 2006-2007

Marketing and Advertising Coordinator.

● Secretaría de Turismo of Morelos 2004

Social service and project manager of "Porque lo quiero, Morelos Limpio"

MY ACHIEVEMENTS

- Building and exponentiate over 7 different brands
- Crated several advertising campaigns with traditional marketing strategies such as massive media like radio, billboards, newspapers, Btl, and digital campaign such as social media and mailing
- Design of 5 web pages, 3 of wich were made with the help of a communication agency and 2 of by myself with the help of talented graphic designers.
- Sales and help with the production of costume made stands for expositions as Expo Cihac, Canadevi, Expo Ferretera, Expo Walmart, Working for brands such as Casas Ara, Sika, Henkel, among others.
- Generated marketing strategies for different brands including the content of the sales material but also blogging to interest the potential leads in platforms such as WordPress.

HOBBIES

Reading
Yoga
Crochet knitting
Embroidering
Jewelry design
Writing short stories, poems and stand up comedy

SOFTWARE

WordPress
CRM
Mautic (Inbound marketing tool)
Mail Chimp (mailing tool)
Adobe Illustrator
Adobe Photoshop
Microsoft Office

LANGUAGES

English
Reading
Listening
Comprehension
Speaking fluency
Native language Spanish.