

DANIELLA ROZEN MOGOLLÓN

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EU Work Permit (on transit)

PROFESSIONAL SUMMARY

Passionate, dedicated Publicist with an emphasis on advertising and branded content. Firm believer in continuous improvement, visionary, hard-working, and an effective professional with high leadership and public speaking skills. Intercultural and international working experience creating strategic - marketing plans, assuming new challenges and responsibilities with a growing love for graphic design.

EDUCATION

IE BUSINESS SCHOOL <i>Master's in Visual and Digital Media</i>	MADRID, SPAIN SEPT. 2022 – JULY 2023 (EXPECTED)
<ul style="list-style-type: none">Community Engagement Class Representative	
PONTIFICAL XAVIERIAN UNIVERSITY <i>Bachelor's Degree in Social Communications and Minors in Advertising & Organizational processes</i>	BOGOTÁ, COLOMBIA JAN. 2016 – SEPT. 2021
<ul style="list-style-type: none">GEOGE (student group in charge of organizing events)Journalist & Public Relations Volunteer for event (Sociedad Colombiana de Higiene Ocupacional)Journalist for FLEU (Foro para Líderes y Emprendedores en la U)	
IESEG UNIVERSITY <i>Exchange Semester of Marketing</i>	LILLE, FRANCE AUG. 2018 – DEC. 2018
<ul style="list-style-type: none">GPA Scholarship (4.6/5)Tutored as a Language Ambassador at the Speaking Agency (Momji)	

PROFESSIONAL EXPERIENCE

ROMO AGENCY <i>Founder & Creative Director</i>	REMOTE JAN. 2020 - PRESENT
<ul style="list-style-type: none">Focused on developing brands and content needed for promotion: product photography, social media, webpages, and stationery.Interacted with over 70 brands and small companies promote products and services.	
EDELMAN <i>Assistant Account Executive (Miami & Colombia Digital Teams)</i>	BOGOTÁ, COLOMBIA JUL. 2021 – FEB. 2022
<ul style="list-style-type: none">Copywriter & Community Manager.Designed, executed, and measured effective digital strategies; creative management, development, and implementation of content and digital advertising plans; management of social networks; and customer relations.Attended clients: Janssen, Gilead, GSK, FedEx Latam, Alimentos Polar, Providencia, BrandUSA, VisitTheUSA, and the Ministry of Foreign Affairs of Panama.	
PRICEWATERHOUSE COOPERS <i>Brand & Communications Intern (Marketing & Sales Team)</i>	(REMOTE) BOGOTÁ, COLOMBIA JAN. 2021 – JUL. 2021
<ul style="list-style-type: none">Reporting for press releases, gathering information and construction of newsletters.Design of digital content, media follow-up and monitoring.Facilitated event reporting, and administrative support (contact with suppliers).	
FACEGUARD USA <i>Community Manager</i>	(REMOTE) MIAMI, UNITED STATES MAY 2020 – AUG. 2020
<ul style="list-style-type: none">Developed social media strategies and innovative content for both Facebook and Instagram accounts.Led interaction with clients on these platforms, searching for alliances with other brands and influencers for positioning.	

TECHNICAL SKILLS & LANGUAGES

Adobe Illustrator | Adobe Premier Pro & Audition | Adobe InDesign | Adobe Photoshop | Procreate | Microsoft Office |
Spanish (Native); **English** (Bilingual); **French** (Fluent)