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Monterrey, Nuevo León

# DEGREE IN MARKETING

Experienced marketer with a diploma in neuromarketing and market research. Previous experience managing projects using digital marketing with the purpose of an increase in engagement and sales

## PROFESSIONAL SKILLS

Creation of content  
Marketing strategies  
KPI Analysis  
Market analysis  
Qualitative and Quantitative Interviews

Adobe Illustrator  
Teamwork  
Problem resolution  
Canva Pro  
Market Research

Engagement in social media  
Copywriting  
Content planification  
Ommnichannel strategies  
Public relations

## ABILITIES

Adaptability  
Leadership  
Organized  
Public speaking  
Creative  
Dedicated  
Work under pressure

## EXTRA

Volunteer as Content Creator "Me Rifo Por Mexico"  
Volunteer as Content Creator in Elemento for "Como Comí Week"  
French studies in Quebec and Niza

## LANGUAGES

Spanish (Native Language)  
English (B2 Toefl IBT)  
Italian (Basic)  
French (Basic)

## EDUCATION

New York University

- Certificate in Finance

2018

Smart Training

- Certificate in Ontological Coaching

Valia

- Diploma Course in Business Ethics

2020 - 2021

Tecnológico de Monterrey Campus Monterrey

- Concentration in Cognitive Neuroscience

2020 - 2024

Coderhouse

- Certificate in basic knowledge of

Adobe Illustrator

2022

Catholic University Sacro Coure, Milan Italy

- International Experience in Fashion Marketing and Business

2023

University of Anahuac

- Diploma course in Neuromarketing

2023 - 2024

## EXPERIENCE

Vex Experience: Content Manager

- Managed Social Media and analyzed engagement
- Campaign ads & planned content
- Analyzed performance and KPIs
- Increase in social media engagement and clients

2022-2023

*Brand Challenges: Tecnológico de Monterrey*

*Elaborated marketing proposals for international companies such as L'Oreal, Coppel, Banregio, PUMA, DGD Creative and Dunkin Donuts*

2022-2024

PUMA

- Developed marketing campaign for footwear line "Future Z"

Fundación Anacleto

- Creation of branding identity and development of marketing campaign B2B

Kelafo

- Development of marketing campaign proposal to improve engagement and posicioning

DGD Creative

- Development of a marketing plan of incoming event "Luminarium"

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