



MARÍA LÓPEZ

Communications and Branding
Specialist | Passionate about
technology, social impact and
well-being

Contact

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[Perfil de LinkedIn](#)

| Soft and Business Skills

-Resilience, empathy and flexibility
-Branding
-Strategic communication
-Excellent communication and presentation skills
-Project management
-Social media management
-CRM Software management
-International experience working and living in the USA, Mexico, Colombia and Spain

| IT

Presentation : (PowerPoint, Prezi)
Social Media: Facebook, Hootsuite, Twitter, Instagram, Email Marketing
Design: Canva, Final Cut Pro, Publisher
E-commerce: Shopify
Management Tools : Slack, Outlook, Asana, Google Drive
Data Management: STATA, Nvivo, Atlas.ti, Access, Excel
Research: Endnote, Mendeley

| Languages

English – Native
Spanish – Native
Portuguese– Beginner

Education

| Brand Manager Course

Atomic Garden School - Madrid, España
June 2022

| Masters in Public Health, Health Promotion and Behavioral Science

San Diego State University –United States
May 2013

| Bachelors of Arts in Journalism and Mass Communications

University of South Carolina –United States
May 2011

Executive Summary

I believe that as world citizens we have the responsibility to serve others. I am a bilingual communications professional with an academic background in public health and journalism. I have 9 years of international experience in communication, management of social projects, and research, working in 4 different countries and at diverse types of organizations, ranging from non-profits, social enterprises, educational institutions to CNN. During my professional experience, I had the chance to implement internal and external communication processes in international organizations, manage social media calendars and build content. I am passionate about creating content that inspires others, storytelling, technology and continue learning about the marketing world in an innovative environment.

Professional Experience

Podcast Host –Love Inside

Bridge for Billions, Start-Up | Remote | 10/2021 – Present

- Selected among 5000 impact entrepreneurs for Bridge for Billions Accelerator program in Central America to create an innovate impact creative project
- Delivered and created original content in the form of 30-45 minute conversations with experts, academics, viewers around health, well-being and self-love. The mission statement of Love Inside is to inform, solve doubts, inspire humans and tell stories about the importance of our well-being, mental health, self-care and self-love.

Client Success Manager

Real Property Management, Real Estate | Connecticut, EEUU | 02/2021 – 02/2022

- Coordinated an average of 40 lease renewals per month and managed lead simple (CRM software) processes for move outs, onboarding and late rents.
- Answered an average of 50 calls per day and solve maintenance, lease and late rent issues from clients in the USA, LATAM, and Europe.
- Lead and managed 500 tenant's monthly rent payments and achieved a record high of late fees since 2019 in 7 months.

Content Writer and Research Specialist – Freelance

We The Thrillion, Start-Up | San Francisco, EEUU | 01/2020 – 12/2020

- Led the launch of the new "United States Healthcare" website and collected data regarding obesity and diabetes rates, hospitals per state, and plant-based doctors.
- Wrote 4 articles for several nonprofits generating diverse content and the ability to multitask and meet deadlines with ease.

Communications and Public Relations Consultant

Cuso Internacional, Canadian ONG | Bucaramanga, Colombia | 11/2018 – 12/2019

- Led a team of 3 marketing associates and two volunteers in the creation and management of communications content strategy of FMF's 5 lines of action to maintain their Webpage and social media networks, increasing their followers from 1500 to 4,286 in 8 months
- Built and managed trusted relationships with relevant 15 reporters and media outlets
- Lead a successful social media marketing campaign that place 35 women in political leadership roles in Colombia.
- Designed proposals and presentations to communicate the mission and vision of the FMF in order to fundraise 200,000 dollars for the organization

Marketing and Communications Consultant

Chureca Chic, social enterprise | Managua, Nicaragua | 07/2017 – 08/2018

- Developed overall creative marketing communication campaign strategies as well as honing individual and program key messages for our global and local followers and clients.
- Managed all social networks and content-related efforts, marketing strategy and branding for Chureca Chic: Facebook and Instagram and increased the number of followers from 700 to 4,000
- Worked with staff and partners on the development of on-brand content (including graphic assets) to increase community engagement across core channels (Facebook, Instagram)

Research Manager

Universidad de California, San Diego (UCSD), Education | San Diego, EEUU | 09/2014 – 12/2016

- Partnered with 15 stakeholders to launch community program in Tijuana called Health Frontiers of Tijuana (HFIT) and communicated with different community members, managers, directors, educators of the region

Implementation Assistant (Women Empowerment Initiative)

Project Concern International (PCI) – International ONG, San Diego, EEUU | 07/2013 – 12/2013

CNN Production Assistant

International News Center | Washington, D.C., EEUU | 01/2010 – 06/2010