MERCEDES CONTRERAS



MERCEDESCONTRERAS93@GMAIL.COM

1139088700

LINKEDIN PROFILE

APTITUDES

-Excellent communication skills in Spanish and English

-Flexibility and teamwork

-Efficiency and proactivity

-Creativity & innovation

-Local and regional experience

SKILLS

-Microsoft Office

- Adobe

-Google Analytics

-Social Media Management

EXPERIENCE

LE WAGON

BRAND & COMMUNICATIONS SPECIALIST LATIN AMERICA

AUGUST 2021 - CURRENTLY

Coordinate communications and sales campaigns for the region.

-Following market trends and presenting creative ideas
-Content strategy planning for digital platforms
-Track and report on KPIs asscociated with digital campaigns
-Analyzing data to report on brand growth
-Analyze industry, competition & market trends

GEOPAGOS

BRAND & COMMUNICATIONS SPECIALIST

AUGUST 2020 - JULY 2021

Responsible for the communications strategy to support key business objectives, by drive two-way communication between leadership and employees, and the company with external stakeholders.

External

-Development of corporate communication plan
-Control and coordination of requirements and respective budgets
-Development of management and training presentations
-Content development and storytelling
-Review, monitoring and implementation of new processes and channels
-Ensure proactive communications with internal & external Stakeholders

Internal

-Communication plan
-Communication strategies (employees, leaders, cultural transformation)
-New processes to improve quality of communication and content consistency
-Metrics

KPMG

RESPONSIBLE OF COMMUNICATIONS

MARCH 2019 - JULY 2020

Responsible for the Corporate Communications strategy

- Development and implementation of the communications plan
- Budget monitoring and reporting
- Preparation of presentations
- Proposals to clients
- Content creation for internal digital channels: Workplace, Slack & StarMeUp

PRESIDENCIA DE LA NACIÓN ARGENTINA

INTERNAL COMMUNICATIONS SPECIALIST

JULY 2018 - FEBRUARY 2019

- Development of the internal communication plan for the ministries
- Identification and implementation of best communication practices

COURSES

Digital House
Digital Marketing
2020

Di Tella
Economic Executive Program
2018

THOMSON REUTERS

COMMUNICATIONS SPECIALIST
FEBRUARY 2018 – JUNE 2018

- Responsible for internal and external communication actions for the Ibero-American region.
- Elaboration of institutional material.
- Development and execution of the Corporate Social Responsibility plan.
- Responsible for the organization of internal and external events.

COMMUNICATIONS ANALYST
JULY 2017 –JANUARY 2018

Provide support for internal communications actions in the Latin American region.
- Responsible for the content and updating of the intranet.
- Responsible for providing logistical support for internal and external company events.

INTERNAL COMMUNICATIONS TRAINEE
MARCH 2016 – JUNE 2017

- Supporting internal communication actions for the South American region.
- Payment to suppliers and invoicing.

EDUCATION

UNIVERSIDAD CATÓLICA ARGENTINA
Bachelor's Degree in Journalistic Communication
2012 – 2017

COLEGIO MALLINCKRODT
1998 – 2011