

LILIANA MARTÍNEZ

COMMUNICATION & MARKETING

CONTACT

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EDUCATION

DEC in Fashion Marketing

LaSalle College / 2020-present
Montréal, Canada

Bachelor in Communications

Universidad LaSalle / 2013 - 2017
Mexico City, Mexico

SKILLS

Microsoft Office

Adobe Suite

Strong Written Skills

Research

Media Experience

HTML & CSS

HubSpot

LANGUAGES

Spanish

English

French

Italian

WORK EXPERIENCE

Customer Experience Representative

Indigo, Montreal / 2021 - Present

- Engage with over 20 customers daily on the floor by helping them find products, getting book recommendations or helping them with research.
- Curate specific collections for each customer.
- Supported efficiently and timely replenishment of sales floor merchandise.
- Create aesthetically pleasing merchandise displays.
- Help with inventory, receiving merchandise and returns.

Junior Video Editor

El Universal, Mexico City / 2019-2020

- Created original content for the YouTube channel of "El Universal" which reached 1 million subscribers during my time.
- Covered, filmed, edited various important events in Mexico City.
- Selected and redacted relevant information for video content.
- Researched images, videos and sources.

Tennis Journalist

VAVEL USA, Mexico / 2016-2019

- Wrote match recaps, articles, interviews that earned thousands of views.
- Covered tennis events such as Los Cabos Open and the Mexican Open
- Attended press conferences and media days where I would also be in charge of photography and videography for my news outlet.
- Conducted interviews with professional tennis players.

Translation and International News Intern

Mexican News Agency, Location / 2012 - 2014

- Wrote news articles for the international section.
- Proofread and edited news pieces.
- Assisted in research and verifying facts.
- Translated news and articles from English to Spanish and Spanish to English.
- Translated contracts to Spanish from other news agencies.
- Video captioned and recorded voiceover for the Notimex YouTube channel.
- Created scripts in Spanish and English for videos.