



CAMILA MERAZ

Communication & Marketing Professional

Overview

I am a results-driven marketing and communication professional with a consumer-centric mindset. I have over four years of experience developing digital marketing strategies, conducting market research, and making data-driven decisions. I am passionate about using data to implement positive change, allowing for optimal business and consumer insights and results. I am highly motivated, passionate, and eager to learn.

Experience

Media & Communication Consultant (Freelance) 2022-Present Latino Leaders Group LLC | Remote - U.S.A.

Strengthened the LEADeres program by designing and implementing a targeted recruitment strategy, increasing new applicant numbers by 50%. Led alumni outreach efforts, maintaining ongoing communication. Contributed to the development of an updated curriculum by collaborating on survey design to gather feedback from alumni, ensuring that the curriculum reflects current needs and trends.

Communication Manager 2017-Present Applause Catering + Events | Remote - U.S.A.

Progressed from Server to Event Manager, then Digital Marketing Coordinator, and now Communication Manager. Led event planning and execution for events ranging from 10 to 500+ attendees, managing teams and client relations in a fast-paced environment. Oversaw social media, collaborations, and press releases. Played a key role in award ceremonies, writing content for applications, press releases, and speeches to enhance brand visibility and engagement. Contributed to the company's recognition as West Michigan Hispanic Business of the Year 2023, highlighting effective communication and strategic marketing. Developed strong leadership, customer service, and communication skills, contributing to company culture.

Communication Facilitator & Tutor 2021-2022 Aquinas College | Grand Rapids, MI, U.S.A.

Provided communication support to students, guiding them in writing, content development, presentation design, communication theory, and delivery techniques. Led workshops and one-on-one coaching sessions to enhance public speaking and communication skills. Taught principles of communication science through interactive lessons, bridging theory, and real-world application. Demonstrated strong interpersonal and coaching skills.

Marketing Intern 2020 RC Caylan Atelier | Grand Rapids, MI, U.S.A. September 2020 - December 2020

Oversaw front desk operations, ensuring a client-focused environment. Contributed to inclusive brand messaging strategy and marketing materials. Assisted in creating presentations and press materials to enhance the atelier's public image. Designed graphics for social media campaigns to drive online engagement and support marketing efforts.

Executive Administrative Assistant Intern 2019 Westwind Construction | Grand Haven, MI, U.S.A.

June 2019 - August 2019

Furthered the company's digital presence by updating the website and creating graphics for campaigns. Supported the transition to a paperless system by digitizing invoices in a data management platform. Coordinated schedules and contributed to communication strategies by developing emails and presentations to improve internal alignment and external engagement.

Contact

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Rotterdam, Netherlands

Education

Erasmus University Rotterdam

Master of Media & Business

2023 - 2024

Thesis: D&Ivertising: Gen Z Loyalty & Lifestyle Brands

Aquinas College

Bachelor of Communication | Minor: Marketing

2019 - 2022

Thesis: Conflict in Intercultural Relationships

Relevant Courses: Marketing Strategy, Consumer Behavior, International Business, Research Methodology & Principles of Persuasion.

Skills

Digital Marketing Strategy

Creativity (Graphics & Design)

Data Analytics & Reporting (Google Analytics & SPSS)

Social Media & Content Strategy

Consumer Behavior & Stakeholder Engagement

Leadership

Intercultural/Interpersonal Communication

Languages

English (Native)

Spanish (Fluent)

Italian (Intermediate)

Certifications - eMarketing Institute

Online Marketing (ID CERT001531350-EMI)

Content Marketing (ID CERT001532704-EMI)

Social Media Marketing (ID CERT001531329-EMI)

Blogging (ID CERT001531279-EMI)