

SANDRA MUNOZ

5842 N Timberlane Drive, Scottsdale, AZ 85258
Tel: (505) 804-9410 Email: sandramu@yahoo.com

OBJECTIVE: International marketing management position, which maximizes opportunities to organize people and events, and communicate positive ideas and images.

EDUCATION: Bachelors of Business Administration in Marketing & International Management.
ANDERSON SCHOOLS OF MANAGEMENT. University of New Mexico, Albuquerque, NM. Graduation date: December, 2005

EMPLOYMENT:

MARKETING MANAGER. July 2010 – Actual Job. PUERTO VALLARTA TOURISM BOARD

- Develop an annual publicity plan for the second most important touristic destination of Mexico, for national and international markets
- Knowledge and wide experience with the Hispanic and American markets to implement it in the marketing campaigns
- Analyze and interpret marketing researches to develop strategies to communicate the right message to the target markets
- Innovate the arts and creative of the marketing campaigns to communicate a message that excels the image of the client and increase the interest of the target market
- Create publicity campaigns to reach identified target markets and increase the number of visitors to Puerto Vallarta
- Monitor national and international media to assure that the campaigns are running successfully and implement modifications to reach the campaign expectations and goals
- Coordinate two publicity agencies in Mexico and USA to direct and evaluate their performance to maintain the quality of the marketing campaigns
- Organize and coordinate monthly reunions with members of the board to discuss the performance and results of the marketing actions running during the year
- Analyze our principal competitors actions to identify their strengths and weaknesses that can influence or affect our campaign to react proactively
- Assist to marketing seminars to learn the latest methodologies and tools available to implement them in the actual campaigns

MARKETING AND PUBLIC RELATIONS LIAISON. August 2006 - January 2010. BURSON-MARSTELLER AND NEW LINK COMMUNICATIONS AGENCIES. Client: Mexico Tourism Board. Houston, Texas

- Marketing and Public Relations liaison of media and industry with focus in travel for the southeastern regional area
- Creation of marketing materials and press releases, notes and informative materials about products or destinations in Mexico (radio, TV, press conferences, newspapers, magazines, website)
- Contact and intensive communication with media of the southeastern region of USA to market tourist destinations
- Relationship with professionals of the industry to communicate the message to key people that will bring business to our client creating marketing aliases
- Updated the calendar of events to reach them through marketing and promotional actions

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- Planning and coordination of the marketing plan to promote international travel to the community.
- Monitoring of local media about news of Mexico and Latin America, political environment and current issues
- Contact and reunite with potential partners and sponsors to promote tourism and develop marketing strategies
- Research of major events in regional area to participate and promote booth with information regarding tourism and destinations
- Leadership and direction for interns and volunteers
- Writing of weekly reports to client and employer in order to keep track of activities and outcomes
- Working independently on the field

ASSISTANT DIRECTOR. February 2006-August 2006. HISPANIC ASSOCIATION OF COLLEGES AND UNIVERSITIES (HACU). HACU National Internship Program (HNIP). Sacramento, California

- Recruitment, promotion and marketing liaison for the U.S. western regional area.
- Visit universities to reach Hispanic students to market and promote a federal internship program
- Established relationships with college staff, alumni and Hispanic associations to discuss marketing options
- Presentations to Hispanic students, professors and University staff in assigned regional area
- National recruitment of prospective Hispanic student participants for the internship program
- Coordination, placement and follow up of Hispanic students participants for the assigned regional area
- Organization and coordination of activities for Hispanic student's participants including national orientation session in Washington, D.C.
- Coordination and participation at national conferences, fairs and events related to marketing and recruitment of prospective program participants focus in the Hispanic community
- Working independently on the field

International Student Activities Coordinator. August, 2005-January 2006. UNIVERSITY OF NEW MEXICO, OFFICE OF INTERNATIONAL PROGRAMS AND STUDIES. Albuquerque, New Mexico

- Advisement to international students regarding life adjustment in the United States.
- Organization of weekly social reunions to promote interaction between international and US students.
- Development of marketing and promotional materials for social activities for students, professors and the UNM community
- Leadership of professors, international and domestic students tours around the United States.
- Marketing, promotion and organization of the UNM Annual International Festival.
- Collaboration to the Office of International Admissions with marketing campaigns for international student recruitment.
- Organization and participation at study abroad college fairs to promote international programs for US students
- Liaison for students, professors and campus clubs and organizations at the International office.

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VOLUNTEER ACTIVITIES:

Assistant for the Chairperson of the Guadalajara-Albuquerque Sister City Program. ALBUQUERQUE SISTER CITIES, Albuquerque, New Mexico.

- Organization and coordination of cultural events related with Guadalajara, Mexico.
- Planning, organization and coordination of international student exchanges for the Ambassador Program.
- Planning of recreational and cultural activities in New Mexico.

“JUSTICIA SIN FRONTERAS” ADVOCACY CAMPAIGN. Albuquerque, New Mexico. University of New Mexico.

- Participation in fund raising events.
- Distribution of campaign information through UNM campus events.

HISPANIC SCHOLARSHIP FUND ASSOCIATION. Houston, Texas

- Student registration at events
- Motivational presentation for prospective and current students
- Testimonial presentation to students

OVERSEAS EXPERIENCE: Travel and living in Mexico, South America, Europe, Asia and USA.

LANGUAGE: Bilingual in Spanish and English.

SPECIAL SKILLS: Proficient with Microsoft Word, Excel, Power Point and Internet. Effective Public relations and interpersonal cultural skills. Strong work ethic and team player in culturally diverse environments. Outgoing and passionate about cultures, travel. Extensive experience in marketing, promotion and recruitment for the two areas needed such as tourism and college. Experienced working independently on the field. Creative. Motivated to promote travel to students. Great time management skills. Excellent presentation skills.

AFFILIATION: HISPANIC HONORS SOCIETY, Albuquerque, New Mexico.
MEXICAN STUDENT ASSOCIATION, Albuquerque, New Mexico.
CITY OF ALBUQUERQUE SISTER CITIES, Albuquerque, New Mexico
HISPANIC ASSOCIATION OF COLLEGES AND UNIVERSITIES, Washington D.C.
ASSOCIATION OF INTERNATIONAL EDUCATORS NAFSA, Washington DC
NATIONAL FLAMENCO CONSERVATORY, Albuquerque, New Mexico
DANCE ARTS, Houston, Texas.
YOUNG PROFESSIONALS, Houston, Texas

REFERENCES:

Upon Request