

Teresa Mestas H.

MARKETING MANAGER /
PLANNER

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Education

2016 – 2019

Business Administration

Master's Degree

Cetys University

2009-2013

Marketing Management

Bachelor of Science

Cetys University

2009

Canada Exchange Program

6-month Exchange Program

Claremont Secondary School

Victoria, British Columbia, Canada.

2018

Summer Institute on Innovation and Entrepreneurship

Summer University Program

University of San Diego

San Diego, California, USA.

2012

International Marketing

6-Month University Exchange Program

Università Degli Studi Di Bergamo

Bergamo, Lombardy, Italy.

Hard Skills

Microsoft Office, G Suite and
iWork

Social Media management and
ads:

- o Facebook
- o Instagram
- o Google Adwords

English Language

Spanish Language

Work Experience

2017-2019 / Webshau

Project Manager

www.webshau.com

- o Planning of content and digital marketing campaigns for over eighteen clients' social media.
- o KPIs follow-up and analysis.
- o Community management including Facebook, Instagram, email marketing and Google Adwords for client's accounts.
- o Creative team coordinator and supervisor.

Personal Skills

Organization

Time Management

Ability to work under pressure

Public speaking

Leadership

Flexibility

Fast Learning

2014 – 2019 / Tere Mestas Event Planners

Director

www.tmeventplanner.com

- o Planning, producing and coordinating more than 80 events, including weddings, concerts, comedy shows, runway shows, social, non-profit and corporate events.
- o Search and negotiation with suppliers and vendors.
- o Customer service and follow-up service for brides, artist, companies, clients.
- o Creative consulting for event design.
- o Government permit application and follow up service.
- o Planning and execution of logistics for events.
- o Project and time management for clients and events.

Certifications & Training

**Innovation & Entrepreneurship
in Marketing Certificate**

University of San Diego 2018

**Restaurant Management
Certificate**

CETYS University 2020

Google Adwords online course

Udemy 2018

Wedding Planner Course

Wedding MBA, Las Vegas 2013

2015 – 2017 / CETYS University

Entrepreneurship and Business Teacher

www.cetys.mx

- o Imparting Entrepreneurship and Business class for three groups of high school seniors per semester.
- o Creation and planning of content for class.

2012 – 2014 / Suavisal

Customer service and Brand Management Leader

www.suavisal.com

- o Branding plan for new products.
- o Customer service strategies for sales follow-up, customer experience and client acquisition.
- o Media management, media plan for the company and product lines.