



# FERNANDA GARCIA

360° MARKETING EXPERT

## EDUCATION

BACHELOR DEGREE IN COMMUNICATIONS

**AUGUST 2011 -** **Universidad Iberoamericana. Mexico City**  
**JUNE 2015** Universidad Iberoamericana. Mexico City  
Bachelor degree in communication. Digital marketing focus.  
93/ 100

**IELTS Academic. British Council Certification**  
**APPNEXUS CERTIFICATION**  
**ECORNELL DIGITAL MARKETING CERTIFICATE**  
**GOOGLE ADS CERTIFICATION**  
**FACEBOOK BLUEPRINT CERTIFICATION**  
**WYNCODE MIAMI DIGITAL MARKETING CERTIFICATE**

## ABOUT ME

I am passionate about marketing and the dynamism our current environment provides to increase the value of any brand if a correct strategy is implemented. Demand is generated, and marketing is the tool to do so. I am proactive, a natural seller and a digital expert.

## EXPERIENCE

**JANUARY 2020- TO DATE** **Celebrity Cruises**  
HEAD OF MARKETING LATAM  
Leading all marketing strategy for Celebrity Cruises growth in the LATAM Market. Pulling our way out of an industry crisis through diverse media channels, Trade Marketing, Social, Display, SEO, SEM, Web Content, CRM  
We have increased our brand awareness 5% even with the current state of business.

**JANUARY 2018 - JANUARY 2020** **Royal Caribbean International**  
DIGITAL MARKETING MANAGER AND PROGRAMMATIC EXPERT  
In charge of overall digital media strategy for Royal Caribbean LATAM. Ecommerce objective has been reached in over a 123% from 2018 -2019. Directly reporting to headquarters.  
Social, Display, SEO, SEM, Web Content, CRM

**MARCH 2016 - DECEMBER 2017** **Xaxis**  
Sr Account Manager (SALES STRATEGY DSP & DMP)  
Pitching personalized campaigns and it's implementation across channels to major advertiser  
Three direct reports.  
- Strategy implementation (performance/branding)  
- Campaign follow up to achieve objectives, and client service.  
- Tagging and analytics.

**JULY 2015 - JANUARY 2016** **Daimler**  
Communication Specialist

**MAY 2014 - JUNE 2015** **Compucom / Walmart US**  
Market Analyst

## SKILLS

SEO  
SEM  
PROGRAMMATIC  
SALES  
ANALYTICS  
SOCIAL  
PR  
CLIENT SERVICE  
MEDIA PLANNING

## LANGUAGES

**English 9/10**  
**German 6/10**  
**French 4/10**  
**Italian 4/10**  
  
**Spanish / Native**