

# Catherine Vergara

Marketing and Communications Professional with International Experience

**Languages: English, Spanish**

## Profile

Dynamic and results-driven Marketing and Communications Professional with an MBA in Fashion Business Management from ESDEN Business School Spain, and a Bachelor's in Social Communication with a specialization in Advertising Communications from Universidad Católica Andrés Bello, Venezuela. Offers extensive international experience, including roles in Venezuela, the UAE, and Mexico, highlighted by success in digital media monetization, event coverage, and high-ticket product sales. Expert in creating and executing comprehensive digital marketing strategies with a proven track record in enhancing brand visibility and sales.

## Professional Experience

### **Marketing Manager, IdeasReward Marketing Agency**

- Directed a creative team of 6, achieving significant sales milestones, including developing a sales funnel that generated \$1M in sales for GT Group Development.
- Expertise in analytics tools such as Google Analytics and platform-specific statistics (Mailchimp, Meta, etc.), leveraging data to drive strategic decisions.

### **Founder & Director, Le Chat Magazine**

- Spearheaded content and strategy, leading to 300k website visits post-pandemic in 2021, becoming monetizable, and earning invitations to prestigious events (Fashion Week Mexico, International Book Festival, Guadalajara Film Festival).
- Led a diverse team of over 10 in content creation, social media, programming, and photography, achieving notable online presence and recognition from UNIVA Guadalajara as a successful digital business initiated during the pandemic.

### **Public Relations Executive, Warner Channel & TNT, Venezuela**

## Education

MBA, Fashion Business Management, ESDEN Business School, Spain

B.A., Social Communication (Advertising Communications), Universidad Católica Andrés Bello, Venezuela

Certifications in Event Management and Image Consulting

## Skills

- Bilingual in English and Spanish
- Expertise in digital marketing strategy, content creation, social media management, and project management
- Proficient in data analytics and cross-information evaluation for goal-oriented strategy planning

## Achievements

- Instrumental in the digital launch and success of Le Chat Magazine, achieving significant milestones in audience engagement and monetization.
- Developed and executed a sales funnel strategy resulting in \$1M in sales, demonstrating exceptional skill in high-ticket sales and marketing strategy.