

# Victoria Ortega

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## **PROFESSIONAL SUMMARY**

Dynamic Communications and Marketing Specialist with extensive experience in creating and executing customer-focused communication strategies. Proven ability to develop engaging content across various platforms, support property management teams, and enhance customer relationships. Expertise in creative writing, digital marketing, and content creation with a strong background in journalism and strategic management. Fluent in English and Spanish, with a solid foundation in digital tools and software.

## **EDUCATION**

URBE University

Bachelor's Degree in Mass Communications, Major in Journalism

URBE University

Leadership and Strategic Management Diploma

## **CORE QUALIFICATIONS**

- Customer Service
- Interpersonal & Communication
- Content Creation
- Detail-Oriented & Organized
- Technology Proficiency
- Confidentiality
- Deadline Management
- Team Collaboration
- Problem-Solving
- Creative Writing
- Website Copywriting
- UX Content Design
- Social Media Copywriting
- Email Design and Copywriting
- Search Engine Optimization (SEO)
- Visual Communications
- Branding
- Bilingual: English and Spanish
- Journalism
- Web Content Management
- Research, Proofreading, and Editing
- Pitching and Reporting
- Content Auditing
- Customer Focused Content
- Product Strategy
- Customer Engagement
- Website Building and Design

## **WORK EXPERIENCE**

### **180 PR**

PR Assistant (Remote Part-Time)

02/05/2024 - Present

- Developed and executed public relations strategies to enhance the profiles of urban music artists.
- Drafted, edited, and distributed press releases, artist bios, and other creative materials.
- Pitched to media outlets, securing coverage and managing press inquiries.
- Researched industry trends and competitive analysis to support PR campaigns.
- Assisted in organizing and promoting events such as album releases, concerts, and media appearances.
- Monitored media coverage, compiled press clippings, and tracked campaign effectiveness.
- Collaborated with artists, managers, and team members to ensure consistent communication.

### **First-Service Residential Florida**

Front Desk Associate

12/06/2023 - Present

- Excelled in customer service, communication, and time management.
- Collaborate with the property management team and staff.
- Supervised the Emergency Response System.
- Welcomed and guided residents, guests, and invitees.
- Managed Electronic Security Control Systems.
- Responding promptly to emergencies.
- Oversaw building access and maintain detailed daily logs and records.
- Addressed and followed up on resident's complaints/issues.
- Adhered to safety procedures and maintained a secure work environment.
- Consistently upheld the highest standards of personal, professional, and ethical conduct.
- Assist with diverse operations to ensure workflow continuity and timely schedule adherence.

### **The Brand Collective**

Digital Marketing Coordinator

04/11/2022 - 11/30/2022

- Created daily content for multiple channels (Social Media, SEO, Web, Video, Email Marketing, Printed, and Blogs).
- Contributed to digital marketing campaigns in English and Spanish.
- Proposed creative concepts and developed digital marketing initiatives.
- Monitored and reported on digital marketing campaigns.
- Collaborated with Art Directors and designers to support creative briefs.
- Researched client products/services to create accurate concepts.
- Stay up-to-date on current trends and best practices.
- Actively engaged in meetings and workgroups to integrate activities, communicate issues, obtain approvals, resolve problems, and stay informed about new developments and policies.

### **Penguin Random House Grupo Editorial (Miami Office)**

Marketing Manager

11/08/2021 - 04/08/2022

- Designed and implemented diverse communication strategies aimed at strengthening the relationship with readers and bookstores, including email campaigns, video content, and online events.
- Worked with marketing teams to execute customized book promotions.

- Coordinated with authors, editors, and publicists on marketing plans.
- Developed strategies to reach target audiences via digital advertising and influencer networks.
- Managed schedules for digital promotional assets and coordinated digital advertising campaigns.
- Executed backlist marketing initiatives and monitored trends for promotional opportunities.

### **ISTC Corp (International Security and Trading Corp)**

International Marketing Specialist

12/07/2020 - 11/05/2021

- Published and distributed the company's newsletter, ensuring content relevance and engagement with the customer base.
- Managed all marketing efforts for the Caribbean, Southern Cone, and Chile region.
- Created content for digital channels and email marketing to increase engagement.
- Designed graphic materials for digital and print.
- Developed marketing initiatives and hosted webinars for partners.
- Analyzed competitive marketing approaches and managed merchandising stock.

### **Coolware, Inc.**

Creative Director/Multimedia Designer

01/13/2020 - 12/04/2020

- Managed creative campaigns for Upbra.com and TanThrough.com.
- Identified marketing trends and opportunities for innovation.
- Designed marketing material and web pages.
- Conducted brand and competitor analysis.
- Developed insights-driven ideas for brand improvement.
- Curated site copy and modernized website aesthetics.
- Designed promotional emails for subscribers.

### **SKILLS & LANGUAGES**

- Fluent in English and Spanish
- Knowledge of e-commerce/website building and web design (Wix, Squarespace, Shopify)
- Proficient in Microsoft Office (Word, Excel, PowerPoint)
- Experience with project management platforms (Asana, Trello)
- Skilled in design tools (Photoshop, Illustrator, InDesign, Canva)
- Proficient in digital strategy and email marketing (Mailchimp, iContact, Klaviyo)
- Self-driven with excellent task prioritization and multitasking abilities
- Strong problem-solving skills and effective communication at all professional levels

### **REFERENCES**

Available upon request.