

LARISSA PAGAN

561-507-8432

larissagloriel@gmail.com

Bilingual: English and Spanish

PERSONAL SUMMARY

Passionate, adventure driven professional with a Masters Degree in Gender and Communication from the Autonomous University of Barcelona. Experienced with social media platforms, content creation, marketing projects and advertising. Creator of an online community with over 27K followers, which resulted in a published book in 2019. Bilingual in English and Spanish; experienced living abroad. I'm currently looking for a new work opportunities and I am excited to work with you!

SKILLS

- Copywriting & Copyediting
- Journalism & Publishing
- Brand Marketing
- Gender Perspective
- Customer experience
- Public Relations
- Social Media
- Content Creation
- Leadership
- Fast learner
- Public Speaking
- Marketing & Advertising
- Some Experience in Video and Photography Production
- Strategy

LET'S GET IN TOUCH!

Number: 561-507-8432

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Address: 2007 E Turney Ave. Phoenix AZ

LinkedIn: <https://www.linkedin.com/in/larissa-pagan/>

ACADEMIC BACKGROUND

Autonomous University of Barcelona, Spain

Master's Degree in Gender and Communications, 2017-2018

University of Puerto Rico

Bachelor's Degree in Public Relations and Advertising, 2013-2017

University of Salamanca, Spain

Studies Abroad in Arts and Audiovisual, 2016

WORK EXPERIENCE

Co-founder

Sola Me Gusto • 2018-present Barcelona, Spain

- Writer of the published illustrated book named "Sola Me Gusto, me escucho, me veo, me huelo y sola me toco".
- Creator of our Instagram community with more than 27K followers.
- Creative Content Creation focus on Brand Awareness, Activism and Digital Marketing Campaigns.

Project Manager - Account Executive

Live Media Creative Studio • 2017-2017 San Juan, Puerto Rico

- Manage Client relationships, projects, budgets in a manner that client expectations are either met or exceeded.
- Provide support in creative brainstormings for marketing campaigns, promotional activations, events, social media content and copywriting.
- Support team in Social Media Community Management, Calendar, Strategies Planning & Implementation as well as Analytics and performance measuring.

Freelance Social Media Content Creator

Bien Cool • 2017-2017 San Juan, Puerto Rico

- Producer of videos and photography.
- Ecommerce social strategies.
- Community management, copywriting, developer of campaigns and schedule.

Junior Digital Marketing & Social Media

Parallel 18. • 2016-2017 San Juan, Puerto Rico

- Lead the strategy for social storytelling.
- Research, write, edit and schedule creative content.
- Digital paid media.

Community Integrator

La Mafia Puerto Rico, Inc • 2014-2017 San Juan, Puerto Rico

- Event coordinator.
- Sales and Relationship management B2B.
- Influencer Marketing and Brand Marketing Strategies.