

ROBERTO VELÁZQUEZ VARGAS

COMMUNICATIONS AND MARKETING MANAGER

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PORTFOLIO: www.robertovv.com

GLOBAL SKILLS

- Stakeholder engagement.
- Integrated and cross-platform strategies.
- Audience-conversation analysis.
- PR counsel.
- Messaging guidance.
- Content creation and proofreading.
- Experienced in LATAM audiences and market.
- Agencies management.
- Adaptability to communication trends.
- Tracking and reporting analytics.
- Spokesman training.
- Social Listening.
- Media monitoring.
- Organize, prioritize, and execute numerous ongoing initiatives.
- Self-starter.
- Ability to work with a variety of cultures, functions, businesses, and other stakeholder groups.

SUMMARY

Marketing and communication leader with +10 years of experience. Deep content and channel expertise with a rich track of developing and implementing promotional programs that engage relevant stakeholder audiences. Crisis management, global communication strategies and consulting expert. Gave advice to different companies from different sectors such as: energy, mining, banking, finance services, logistics, insurance, retail, FMCG, telecommunications, industrial on communication, marketing and PR. Experienced in the creation, structure, and consolidation of a communications area. I am interested in continuing my professional development occupying a management or direction position in the communications function.

WORK EXPERIENCE

CHIEF OF INSTITUTIONAL COMMUNICATION

Compañía Minera Cuzcatlán (mining sector) | Nov 2020 - Current

Lead the communications strategy creation and operation. Integrates under an annual plan the institutional positioning through media relations, social media, advertising, sponsorship, events coordination, content creation, performance reporting, budget management and internal communication activities.

- Consolidate the communications area under a solid base of channels, documents, process, narrative, visual design, suppliers, and monitoring tools; that aid the company face a permanent state of crisis for its operation in Oaxaca.
- Turn Minera Cuzcatlán as the most disruptive mining company by having one of the most successful communications programs in the sector. Thanks to the creation of over four hundred contents, earning over 1,000 positive press clippings and more than twenty million visualizations and two million interactions in owned social media profiles, since November 2020
- Structure the biggest mining community in TIK TOK, with over one million views and 4.5 thousand followers in less than a month.

AWARDS

Best external communication campaign "Enel México - The energy that drives us"
AMCO Award 2019
Mexican Association of Organizational Communicators

Communications or PR Campaign of the Year - Media Relations "3M Mexico, ready for change"
International Business Awards (Stevies) 2017

ASSOCIATIONS

Mexican Association of Organizational Communicators
Member since 2018

EXATEC Community
Member since 2016

PROFESSIONAL TOOLS

- Hootsuite.
- Meltwater.
- SAP.
- Microsoft Office Package.
- Canva.
- Wix.
- Google Analytics.

LANGUAGES

Spanish- Native.
English - Advanced.

EXTERNAL COMMUNICATION COORDINATOR

Enel Mexico (energy sector) | Oct 2017 - Nov 2020

Lead and supervise the company external communication strategy in Mexico. Integrates under an annual plan the external reputation shaping with activities in media relations, advertising, sponsorship, content creation, budget management, events coordination, and performance reporting.

- In 3 years, raise the visibility and positioning of the operation in Mexico by over 50% (in terms of gained media) and with an over 90% positive coverage.
- Consolidation of a corporate story and communication materials, aligned with Enel's global narrative standards and reflected in over 2,000 press clipping, 50% of them in Tier I outlets.
- Supply counsel to country manager and Mexico's leadership team to communicate business strategy and cultural values, briefing them in over one hundred media interventions.

CONSULTANT

Llorente & Cuenca (PR agency) | Apr 2012 - Oct 2017

Drive the day-to-day communication duties, client satisfaction fulfilment and the long-term strategic approach of more than thirty clients in over 5 years.

- Pitch and manage over three hundred interviews and media interventions.
- Elaborated and executed, more than fifty communication plans and campaigns with a local and national approach and through external, digital, and internal actions.
- Develop above four hundred communication documents, contemplating: releases, corporate presentations, Q&As, factsheets, press briefing, media analysis, coverage reports, reputational studies, recommendations, strategies, and infographics.

EDUCATION

MARKETING MASTER'S DEGREE

EGADE TECNOLÓGICO DE MONTERREY, MEXICO. | JAN 2014 - MAY 2016

BACHELOR IN INTERNATIONAL RELATIONS

TECNOLÓGICO DE MONTERREY, MEXICO. | JAN 2007 - DIC 2011

EMOTIONAL MARKETING COURSE

INSTITUTO TECNOLÓGICO AUTÓNOMO DE MÉXICO. | MAY 2019