



Professional with over 5 years of experience in Brand PR with a creative focus and a distinguished track record in external communication and digital marketing for mass consumer brands.

Specialist in integrated event development and brand activations.
Active role in strategy management and opportunity detection
Team coordination and leadership.

CONTACT

- +34 637 92 93 08
- micaelasuarez@gmail.com
- LinkedIn: [micalaberenicesuarez](#)
- Madrid - Spain.
Spanish Citizenship

LANGUAGES

- Spanish:**
Native.
- English:**
Intermediate-Upper - B2
Cambridge Institute

TOOLS AND PLATFORMS

- Design:** Adobe Photoshop, Illustrator, and Canva.
- Influencer Scouting and Monitoring:** Traackr, Upfluence, Influencity, and Lefty.
- Metrics Analysis:** Meta Business Suite, TikTok Analytics, YouTube Analytics, Google Analytics.
- Project Management:** Trello, Notion, Slack.

COURSES

- Fundamentals of Marketing - Google
- Branding - Brother School of Creatives
- Photoshop and Illustrator - Coder House
- Community Manager - ETER
- Image Consulting - Maison Aubele

ACADEMIC EXPERIENCES

LLOLLAPALOOZA ARGENTINA 2017
Production Assistant

MICAELA SUAREZ

PM | BRAND PR | DIGITAL MARKETING & INFLUENCER MARKETING | SOCIAL MEDIA | FASHION COMMS. | EVENT PRODUCTION

WORK EXPERIENCE

DIGITAL PORTFOLIO

PROJECT MANAGER

[MediaLab](#) | July 2024 - Current

- Leadership in managing PR and digital marketing projects, developing brand strategies for [Coca-Cola Company](#), [Energizer](#) y [Unilever](#) ([Rexona](#), [Cif](#), [Unilever Food Solutions](#) and [Cleanipedia](#))
- Coordination of creativity, talent, budget, reporting and brand experience teams.
- Generation of strategic alliances, online and offline marketing activations (brand experiences and concept design)

SENIOR ACCOUNT EXECUTIVE

[Untold Agency](#) | December 2023 - June 2024

- Leadership in PR and digital marketing project management
- Brand strategies for launches, branding, activations and other initiatives.
- Development and presentation of pitches for commercial proposals from various sectors.
- Team coordination, ensuring efficient execution of projects and compliance with established objectives.
- Strategic alliances, high-impact activations, brand experiences and concept design.
- Research, analysis of digital trends and detection of business opportunities.

SENIOR ACCOUNT EXECUTIVE FOR L'ORÉAL PARIS

[Untold Agency](#) | January 2022 - December 2023

- Brand PR strategies development for mass consumer skincare, hair color, make up and haircare brands ([L'Oréal Paris](#), [Maybelline New York](#), [Garnier](#) and [Vogue Cosmetics](#))
- Management of campaigns about social impact, including locally recognized projects.
- PR plans implementation to optimize brand position and identity.
- Coordination of press activities and brand content campaigns.
- Execution of physical and digital activations and massive events.
- Influencer Manager: developing and leading content strategies with influencers and actively managed communities on social media platforms.
- Follow-up to internal teams and product leaders to align long-term brand objectives and strategies.
- Adaptation of global launch briefs, press releases and brand strategies for the national market.
- Analysis and presentation of detailed reports with performance results and best practices of the campaign.

Milestones:

[Green Beauty campaign of Garnier](#).
[Stand Up, against street harassment program from L'Oréal Paris](#).

COMMUNICATION ANALYST

[Ketchum Argentina](#) | July 2021 - December 2021

- Development and implementation of digital marketing strategies for brands in the pharmaceutical industry ([Bristol Myers Squibb](#)) and the food and beverage sector ([PepsiCo](#)).
- Development of digital campaigns focused on engagement and brand awareness.
- Active management of communities on social networks with a focus on interaction and audience loyalty.
- Digital reporting to identify trends and communication opportunities in real time.
- Management of relationships with suppliers and influencers.
- Implementation of digital advertising on Google, Meta and YouTube.

EDUCATION

BACHELOR'S DEGREE IN PUBLIC RELATIONS AND INSTITUTIONAL RELATIONS

University of Argentine Business (UADE) | 2015 - 2018

POSTGRADUATE IN COMMUNICATION

University of Argentine Business (UADE) | 2018 - 2019
Honors Diploma.

MASTER'S IN FASHION PRODUCTION

Buenos Aires Space | 2020 - 2021