



PROFESSIONAL SUMMARY

Graduate in bachelor's degree Strategic Communication with a minor concentration in Creative Advertising from the Universidad del Sagrado Corazón. I have experience in the ideation and development of persuasive digital content. Excellent organizational skills and ability to plan and publish valuable content through various digital platforms, such as: Instagram, Facebook and LinkedIn.

SKILLS

- Creativity
- Excellent communication skills
- Sense of responsibility
- Good time management
- Proactivity
- Initiative

EDUCATION

Universidad del Sagrado Corazón

GRADUATE 2026

Bachelor's Degree in Strategic Communication

- Minor in Creative Advertising

CONTACT INFORMATION

Tel: (787) 538 4483

Email: jarianavigomora@gmail.com

Portfolio: jarianavigomora.com

WORK EXPERIENCE

Freelance

JUNE 2024 - PRESENT

- Manage an agenda for creating social media content.
- Conceptualizes and executes advertising strategies across digital and traditional media to enhance brand visibility and engagement.

Social media intern

FITVERZ

JUNE - SEPTEMBER 2022

- Generate ideas and create social media content.
- Design creative and eye-catching pieces for your market segment.

Admissions assistant

UNIVERSIDAD DEL SAGRADO
CORAZÓN

JANUARY - APRIL 2022

- Perform data entry.
- Convince future university students to choose Sagrado as their first option.

Training assistant

EL MESÓN SANDWICHES
2021 TO PRESENT

- Assist in the development and execution of employee training sessions to ensure consistency in service, food preparation, and company standards.
- Provide hands-on guidance to new and existing employees, reinforcing best practices and maintaining a positive learning environment.