

Regina Copado

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BUSINESS PHILOSOPHY

I believe in asking the right questions: Is there another way?
What if...?
Could we try doing...?
I believe in giving the best of myself to keep projects fresh and attractive.

Areas of Expertise:

Product positioning	Market Research
Brand building	Strategic Planning
Integrated Marketing	Budget Management
Copywriting	Identity Creation
Team Leadership	Image Management

OBJECTIVE

With a year of experience in the field of marketing communications, I am familiar with tackling different sorts of issues in brand and image management. I have extensively improved my interpersonal skills and marketing skills from my previous experiences and developed a positive approach. I am looking forward to working as a marketing assistant for an established company where I can put my skills to good use.

WORK EXPERIENCE

Promotions (Jobs 4 Students): Since January 2012, Manchester Metropolitan University.

- Communication skills
- Interpersonal interaction skills

Administration (Jobs 4 Students): Since November 2012, Manchester Metropolitan University.

- Time management
- Problem solving
- Multitasking

Student Ambassador: Since October 2012, Manchester Metropolitan University, Manchester.

- Team work
- Communication skills
- Interpersonal interaction skills
- Time management
- Problem solving
- Multi-tasking

Communications executive (full-time): August 2011 - November 2011, Euromedia.

Management skills

- Managed a 5 people team to develop an integrated communication strategy for one of our main clients.
- Managed the digital profiles of my clients.

Writing Skills

- Wrote creative copy for catalogues, brochures and other direct mail projects. Researched and conceived newsletter articles. Produced variety of business materials, including: letters, reports, proposals and forms.
- Proof read and edited all referenced written materials.

Marketing Skills

- Designed, developed and implemented marketing and digital communication campaigns.
- Evaluated target markets and proposed marketing strategies.

Communication Skills

- Promoted products and services; generated leads and initiated sales.
- Established and improved client communications; maintained ongoing relationships.
- Addressed customer inquiries; interpreted and delivered information; proposed suggestions; provided guidance; identified, investigated and negotiated conflicts.
- Coordinated, planned and contributed at special events.

Marketing assistant –internship- (part-time): March 2010 - June 2010, RTVA.

General Skills

- Communication skills
- Time management

Writing Skills

- Researched and conceived online articles.
- Managed the digital profiles of the company

Communications assistant –internship- (part-time): July 2009 - December 2009, Euromedia

General Skills

- Team work
- Communication skills
- Interpersonal interaction skills
- Time management
- Problem solving
- Multitasking

Writing Skills

- Wrote creative copy for catalogues, brochures and other direct mail projects.
- Researched and conceived newsletter articles.
- Produced a variety of business materials, including: letters, reports, proposals and forms.

ACADEMIC QUALIFICATIONS

MSc Marketing Communications: Since September 2012, Manchester Metropolitan University. Pass with merits.

- International Marketing Communications
- Branding
- Strategic Marketing

BSc(Hons) Journalism: September 2005 – June 2010, University of Seville. 2:1.

- Journalistic production
- Written information and communication
- Press office management
- Audio-visual information and communication
- Specialised journalism
- Information technologies

LANGUAGES

Spanish	Native
Catalan	Native
English	Advanced

REFERENCES

Available on request