



MATILDA ALVAREZ CELY

MEDIA AND COMMUNICATION STUDENT

CONTACT

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EDUCATION

THOMAS MORE, BE

Fall 2021-Spring 2024

- Bachelor of International Media and Communication
- Minor in Media Experience
- Specialization in Public Relations and Corporate Affairs

KU LEUVEN, BE

Spring 2019-Summer 2021

- Business Administration

SKILLS

Digital Marketing. B2B communication. SEO. Copywriting. Insight Development. Consumer Journey. Media Strategy. Social media management. Sharepoint. Microsoft Suite. Canva. Wordpress. Market research.

Multicultural teamwork. Action oriented. Versatile. Problem Solving. Global Perspective. Managerial Courage. Proactive. Open curiosity. Attention to detail. Passion for learning. Time management. Analytical capability.

MULTICULTURAL

- Colombia (Home Country)
- Belgium (Residence - Nationality)
- Mexico (Residence Permit)
- Brasil (Temporary living)
- Panama (Temporary living)

LANGUAGES

- English (Native)
- Spanish (Native)
- French (Advanced)
- Portuguese (Basic)

PROFESSIONAL EXPERIENCE

Unilever

FALL 2023, BRUSSELS, BE

Foods Team Marketing Intern

- Implemented a tailored social media campaign for the brand, developing all visual and written content aligned with the brand's voice and visual identity.
- Crafted detailed briefs for the graphic design team to ensure the development of on-brand and impactful multi-channel marketing assets.
- Cooperated with web-masters to implement updates reflecting the brand's latest campaign, new product launches, and accurate product information.
- Counseled in the competitive analysis of local food brands, identifying key differentiators and market positioning opportunities.

Marsh McLennan Belgium

SUMMER 2022, BRUSSELS, BE

Marketing and Communication Intern

- Aligned global marketing strategies with local needs to develop a user-friendly intranet SharePoint, catering to the diverse requirements of the departments.
- Conceptualized and executed a country-wide employee photoshoot initiative, capturing and editing all photographs, strengthening employee branding and promoting positive company culture.
- Collaborated with the Belux marketing manager to curate engaging and impactful content for stakeholders on both LinkedIn and the internal newsletter, fostering strong connections and brand awareness.

Bavet

FALL 2021-2023, BRUSSELS, BE

Hostess

- Teamed with a multicultural crew to ensure customer satisfaction and a memorable customer experience.
- Executed restaurant opening and closing duties to ensure proper protocol follow-up to drive efficiency.

PERSONAL DEVELOPMENT PROJECTS

Samsung Pitch - Account Manager

SPRING 2024, MECHELEN, BE

- Developed Gen Z-focused brand love campaign for Samsung BE, aligning with "Do What You Can't" motto inspiring them to push boundaries in their everyday lives, positioning Samsung products as their ultimate enablers.

After 5 agency merch - Team Leader

SPRING 2023, MECHELEN, BE

- Managed a student team responsible for designing, producing, and launching the program's official merchandise at Thomas More.

Bienestar Animal, El Campanario -

FALL 2019-2021, QUERETARO, MX

Design and Communication Manager

- Orchestrated a re-branding for the animal rescue team, streamlining channels and boosting community outreach, fueling a surge in donations and adoption rates.

REFERENCES

Wendy Baeyens

*Marketing and Communications Leader
Marsh McLennan BeLux*

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Valerie Vos

*The Vegetarian Butcher country business lead
Unilever Belgium and Netherlands*

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