

NATHALYA TINOCO

in [Linkedin.com/nathalya-tinoco-vega](https://www.linkedin.com/in/nathalya-tinoco-vega)

✉ nathalyatinocovega@gmail.com

☎ (+1) 647 355 2037

📍 Ottawa

SUMMARY

Business growth-driven and creative marketing and media designer with over ten years of experience in business management, marketing planning, branding strategy, and digital communications. Skilled in leadership, with the ability to communicate and connect, plus a strong sense of responsibility striving to meet remarkable advertisement campaigns with high impact.

EDUCATION

Diploma Interactive Media Design

Algonquin College, Ottawa, Canada

Dean's Honours List

2022 - Present

Master in Business Administration - MBA

Universidad Del Rosario, Bogota, Colombia

2022

Master In Leadership

Eada Business School, Barcelona, Spain

2022

Bachelor of Laws

Universidad Del Rosario, Bogota, Colombia

2018

Bachelor of Laws

Bilateral Exchange

Universidad Carlos Iii De Madrid, Spain

Jul 2011

SKILLS

- Creativity
- Strategic Thinking
- Leadership
- Strong Organizational
- Communication
- Problem-solving
- Customer-centric

WORK EXPERIENCE

Aleph University

Nov 2022 - May 2023

Admissions Director

Miami, Florida

- Admissions director at Aleph University startup, launching a post-graduate university in the biomedical, regulatory affairs, and quality assurance industries.
- Developed the creative brief for the university, the heart of the brand, the faculty catalog, and marketing plan and strategies for incrementing the number of prospective students.
- Analysed the user's journey and researched web, data, platforms, competitors, and technologies that can improve workflows following industry best practices.

Simons

Jul 2022 - Jan 2023

Sales Representative

Ottawa, Ontario

- Provided exceptional customer service by assisting customers and assessing their needs in person.
- Processed day-to-day transactions, like payments, returns, and web orders.
- Encouraged long-standing relationships and established a respectful and knowledgeable helpline that effectively resolved inquiries and complaints.

Luxury Cards

May 2010 - Mar 2022

Business Director

Bogota, Colombia

- Developed the leadership and direction of the brand, designing the business plan, budget and project management, marketing plan, and branding strategies to increase the number of business clients and loyal customers in Colombia and the United States.

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LANGUAGE

- English: Fluent
- Spanish: Fluent
- French: Basic knowledge

TECHNICAL SKILLS

- Microsoft Office
- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Adobe Premiere
- Adobe Audition
- Adobe After Effects
- Adobe XD
- Figma | Basecamp
- HTML | CSS | Javascript
- GitHub | Visual Studio Code
- Wordpress | Drupal

CERTIFICATIONS

- Admissions Compliance for Postsecondary Schools in Florida FAPSC
Florida USA, 2022
- Systematic Inventive Thinking SIT Basic Training in SITP Methodology
Bogota Colombia, 2019
- Workshop for the Creation of Cultural and Creative Companies
University Carlos III of Madrid
Madrid Spain, 2011

WORK EXPERIENCE

- Lead the way in innovative UX | UI design, web development, and digital brand strategy for individuals, businesses, and Startups.
- Delivered creative direction in graphic design, wedding stationery, hotel amenities, web design, digital marketing, social media, content marketing, advertising, branding, and public relations.
- Worked with national and international clients, Design & Production teams to meet objectives and milestones.

Achievements:

- Directed the expansion of the wedding cards line in the United States.
- Participated in specialized workshops and design fairs in the United States and Colombia.
- Awarded in 2020 as Colombia's best-personalized stationery company.

Gimnasio Mompiano School

Jan 2018 - Mar 2022

Assistant & Legal Consultant
Cartagena, Colombia

- Planned the Human Resources department's activities to meet the company's goals and objectives.
- Prepared and updated the Functions Manual and Internal Work Regulations.
- Reviewed labor contracts, ensuring compliance with the Ministry of Labor and Employment's laws, and helped with recruitment.

Superior Court of Justice

Aug 2014 - Aug 2015

Paralegal
Bogota, Colombia

- Provided collaboration in the exercise of the judicial function.
- Reviewed labor lawsuits, admitted and rejected, ensuring compliance with the labor laws.
- Analyzed the lawsuit petitions following the legal requirements.
- Participated in Labor Court proceedings for minor issues.