



Francía Martínez

COMMUNICATIONS & MARKETING SPECIALIST

Integrated Marketing Communications student seeking to build synergistic and sustainable relationships between the organization and its audiences. Throughout my career, I have developed skills in creating strategies for social media. I wish to learn more about online advertising and leverage my marketing skills to help the company meet the needs of its customers.

EXPERIENCE

Galaxy Distribution (09/2024- now)

Designer/marketing specialist for a U.S.-based company, enhancing brand identity through visually compelling designs.

Internship at Cerebr4l (01/2025-Present)

Focus on customer service, assisting in the daily management of inquiries and incidents.

Medical Interpreter at Interpretia (03/2023-09/ 2024)

Assisting in website development, client presentations, and marketing-based improvements.

Internship at Ilea San Salvador (12/2021 - 12/2022)

Supported communications and protocol for courses on Latin American and Caribbean law, in collaboration with organizations like the DEA, FBI, and PNC.

EDUCATION

2020 - Now

Integrated Marketing Communications
Escuela Mónica Herrera

2003 - 2019

Panamerican School

INTEREST

- Social media management
- Editing
- User Experience
- Design
- Design

PROGRAMS

Adobe Programs: Intermediate proficiency in Photoshop, Illustrator, InDesign, Adobe Xd, and Premier Pro.

Microsoft Programs: Proficient in Microsoft Word, Excel, and PowerPoint

Figma: Basic level – Familiar with using Figma for design and prototyping

Google Business: Familiar with business listing and customer interaction

LANGUAGE PROFICIENCY

- **Spanish:** Native proficiency.
- **English:** Fluent, with experience as an English-to-Spanish interpreter.

TOEFL iBT: 98 Proficient

EF SET: 76 C2 Proficient

- **Mandarin:** Intermediate proficiency, 9 years of learning experience.
- **Korean:** basic knowledge

DEVELOPED SKILLS

Improved **attention to detail** and professionalism handling **sensitive information**.

Developed **adaptability** and cross-cultural competence in a multicultural setting.

Demonstrated effective **teamwork** and **problem-solving** abilities.

