

BEATRIZ RAMIREZ RAMIREZ

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SUMMARY

Driven student with creative problem-solving skills, time management skills, and devotion to the role. Previous experience in social media marketing, branding, event management, hospitality, and business growth. Looking to pursue a career in branding and digital marketing. Passionate about entertainment and hospitality. Available from February 2025 signing an internship agreement.

EDUCATION

IE UNIVERSITY Bachelor in Business Administration	Madrid, Spain Expected: July 2025
• Top 5 percentile of academic cohort. High Academic Achievement Scholarship.	
UNIVERSITY OF MELBOURNE Exchange semester	Melbourne, Australia February – June 2024
ESCUELA SIERRA NEVADA INTERLOMAS Certificado De Bachillerato, Global Assessment Certificate	Mexico City, Mexico Graduated: June 2021

EXPERIENCE

IE MARKETING CLUB – UNIVERSITY CLUB Head of Design	Madrid, Spain September 2023 – Present
• Developed the brand book, establishing a cohesive visual identity that effectively communicates the club's mission and values.	
• Designed and implemented Instagram post templates, ensuring consistency and enhancing engagement by 40%.	
EL PISO – DANCE COMMUNITY Co-founder, Social Media Director & Event Manager	Madrid, Spain September 2023 – September 2024
• Created a signature event series, drawing 200+ attendees and generating €500+ in revenue, supervising seamless event logistics.	
• Led Instagram content strategy achieving 55K+ impressions, boosted interactions by 30%, and enhanced event profitability.	
FITCLUB COLLECTIVE S.L. – FITNESS AND WELLNESS CENTER Marketing, Graphic Design & Business Growth Intern	Madrid, Spain September 2023 – January 2024
• Elevated FCC's digital marketing strategy and impact by producing daily content on Instagram and TikTok, culminating in a €5,000 sales increase within a three-month period and a website redesign boosting traffic by 20%.	
• Directed daily customer interactions, enhancing customer retention by 12% through exceptional service. Managed center operations, including capacity, reservations, and resolution of customer issues.	
EVENTCLUB COLLECTIVE – LUXURY EVENT MANAGEMENT Head of Social Media & Branding	Madrid, Spain October 2023 – January 2024
• Guided Eventclub Collective's rebranding, developing a distinctive visual identity, establishing the brand's visual narrative.	
• Planned an Instagram content strategy to introduce said rebrand, improving engagement and brand image.	

EXTRACURRICULAR ACTIVITIES

- **President of IEU Dance Club:** Coordinated regular dance classes featuring diverse guest instructors with over 100 attendees. Oversaw a team of 5 club representatives for event planning and social media coordination. (Madrid, Spain. 2022-Present).
- **IEU Communications Lab participant:** Built social media strategy for small antique business "Mr. Ripley." (Madrid, Spain. January-June 2023).
- **IEU Entertainment Lab participant:** Solved consulting challenges for Meta, Sony Music, Twitch and Netflix. (Madrid, Spain. January-June 2022).

ADDITIONAL INFORMATION

- **Languages:** Spanish (Native). English (Fluent, 3 years daily use).
- **Computer Skills:** Advanced user of Microsoft Office (Word, Excel & Power Point), Mac, FCPx, Adobe Illustrator, Adobe After Effects, Adobe InDesign, Adobe Premiere Pro, Adobe XD, Canva Pro, Milanote, Mindbody, social media networks (Instagram, TikTok, Facebook, LinkedIn, YouTube), Wix Studio, Squarespace, Python, R Studio, Google Colab, Google Sheets, Slides and Docs, Google Analytics, WordPress, Notion.
- **Interests:** Dancer - Member of Competitive Team "Arima", 1st Place in Rock da House (Madrid, Spain 2023). Dance Teacher Training Program certified by CLI Studios in Los Angeles, California (Mexico City, Mexico 2021).