



AGE: 28
 PHONE: +1 (825) 994 3037
 E-MAIL: susyalfaro@gmail.com
 WEBSITE: www.susyalfaro.com

IG: @susy505
 ADDRESS: Calgary, Canada
 NATIONALITY: Costa Rican

WHO AM I?

I am both a creative and strategic, highly responsible person who possesses the ability to follow through on a variety of tasks; this comes from combining efficiency and passion. I balance the fine granularity of analysis and data, with the sweep and scope of overall campaign strategy.

I am a team player, and am able to integrate and coordinate with different work teams to accomplish a goal. Through the study of different art forms and communication, I generate creative, innovative solutions for whichever challenge comes my way; always looking at problems from an international perspective.

WORK EXPERIENCE

FREELANCE MARKETING | Jan 2019 - Present

Experiential Content Marketing with a focus on brand storytelling and Social Media Strategy.

- Branding workshops for local companies, coaching on how to best showcase their brand identity for their respective channels.
- Content development strategy and design work for creative freelancers
- Website audit and redesign
- Social Media strategy

ALTA TECNOLOGÍA S.A. | Marketing Director | Feb 2016 -Jan 2019

Corporate image redefinition, rebranding and generation of a new communications strategy approach and reflecting website.

- Marketing Team management for in-house and external projects
- Content generation and website development for the company.
- Video production and content strategy for international presence.
- Event coordination of quarterly product launches.
- Integrated Digital Marketing efforts for higher SERP

UCD MICHAEL SMURFIT SCHOOL OF BUSINESS | Msc Digital Marketing Class Ambassador | 2017-2018

- Coordinated with the Academic and Careers departments in all matters academic, professional and social as a liaison with students.
- Launch of the first Digital Marketing Alumni Network event and digital network.

WISE FOOL NEW MEXICO | Board of Directors | Dec 2015 - Sept 2017

- Successfully generated video content and copy, as well as helped with Social Media strategy for fundraising campaigns.
- Provided insight and assistance on digital efforts.
- Organised a targeted promotional event (Instameet) for fundraising.

12FPS INC. | Production Coordinator | Sept 2014-Feb 2016

- Liaison between clients and the agency; developed creative briefs, coordinated production elements, and built effective 360 campaigns.
- Worked with Social Media Influencers for clients in travel and tourism campaigns.
- Pioneered new creative projects with Social Media Influencers and a varied array of international sponsors.

ARROW PARIS-Music Video | Assistant Director | Feb 2015

TRAUMA CYCLE 33 | Assistant Director & Script Supervisor | May 2014

ALTA TECNOLOGÍA S.A. | Advertising Consultant | May - July 2014

INTENSA COSTA RICA | ESL Teacher | Jan - Dec 2014

FREELANCE | French Language Teacher | June 2010 - Dec 2013

SUSY A. PHOTO | Freelance Photographer | Dec 2011 - Present

LANGUAGES



SKILLS



EDUCATION

- UCD MICHAEL SMURFIT GRADUATE BUSINESS SCHOOL | Dec 2018
Msc Digital Marketing | 2.1 Honours
- GOOGLE
Adwords Certification (Fundamentals, Video, Analytics) | Dec 2017
- UNIVERSIDAD LATINA DE C.R. | Sept 2015
Bach. Advertising | Emphasis: Production & Creativity
- SANTA FE UNIVERSITY OF ART AND DESIGN | Jan - May 2014
Studies in Film and Creative Writing | President's List Award
- UNIVERSIDAD CREATIVA DE C.R. | Oct 2013
Tech. Digital Photography | Graduated with Honours
- BRITISH SCHOOL OF COSTA RICA | Jan 2010
International Baccalaureate Diploma | Completion of High School

SOFTWARE

