

# CAROLINA GUTIERREZ

cgutizegarra@gmail.com

+1 3526650650

www.linkedin.com/in/carolina-gutierrez-683731293



*A motivated and creative student with a strong passion for Advertising, Digital media, and Public Relations. Passionate for marketing and communications in the fashion industry. Also passionate for volunteer work. Experienced in event management and organization. Skills in leadership, time management, and relationship building*

## EXPERIENCE

### **Public Relations Intern**

#### **La Torre Minerals,**

*La Paz, Bolivia Jan 2022 – Aug 2022*

- Research market trends to identify new opportunities for the company's public relations strategies.
- Created the brand's logo and website.
- Developed skills to create relationships with customers

### **Event Manager Fundraising for poor kids during Covid**

*La Paz, Bolivia – Dec 2020*

- Managed and organized a service event for kids in need
- Managed social media for the event. Develop and execute project plans, timeline, budget, and resources

### **Volunteer**

#### **Childrens Hospital**

*La Paz Bolivia Feb 2020 – Nov 2021*

- Managed social/digital media for the Hospital events and donations
- Organized fundraising events to gather donations for the hospital's programs
- I collected school materials for the kids in the hospital and created playdates for kids with cancer

#### **Sales staff, VZO**

*La Paz Nov 2019 – Jan 2020*

- Worked as a sales employee, selling cremes and perfumes.
- Worked as a cashier and organized information on Excel

## EDUCATION

### **Bachelor of Arts candidate University of Florida,**

*Gainesville Aug 2023 – May 2025*

4.0 GPA

## SANTA FE COLLEGE

*Gainesville Aug 2022 - May 2023*

### International Baccalaureate

#### Saint Andrews High School

*La Paz, Bolivia Feb 2020 - Nov 2021*

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*La Paz, Bolivia Feb 2020 - Nov 2021*

Business Management Diploma

## LEADERSHIP AND AFFILIATIONS

### Phi Sigma Pi National Honor Fraternity

*University of Florida*

Awards and scholarship committee

### AdSociety

*University of Florida*

Director of Fundraising

### Hola Hispanic club

*Santa Fe College*

## SKILLS

- Microsoft Office-365 (Excel, Word, PowerPoint)
- Adobe InDesign
- Google Analytics
- Adobe Photoshop
- Adobe Illustrator
- Canva

## LANGUAGES

English

*Highly proficient*

Spanish

*Native*

Italian

*Proficient*

## Courses

### Fashion industry essentials and marketing Certificate

*Parsons School of Design - Dec 2023 - Dec 2024*

### Advanced Pastries and Bakery Certificate

*Institute of Gastronomy of the Americas*

*Apr 2022 - Aug 2022*