

LAUREN SARRUF

SOCIAL
COMMUNICATOR

PROFILE

Social communicator from University of Cartagena with emphasis on Communication, Development and Culture. Skills to create and elaborate strategic plans of corporate communication, form and execution of projects for the development of internal and external communication strategies. Capacity for the creation of digital content, planning of marketing communications strategies and social media management.

CONTACT

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EXPERIENCIE

COMMUNICATIONS COORDINATOR

Transambiental |

Design and execution of the strategic communication plans for the company.

Define the strategies, guidelines and communication procedures of the organization.

Propose the conceptual idea of the graphics pieces of the company according to the needs of the project.

Inform stakeholders of established projects, activities, perspectives, changes, processes and organizational results through communications.

Promote the services of the SITM of Cartagena through social media.

COMMUNICATION AND PROMTION COORDINATOR

Aspaen Gimnasio Cartagena de Indias School |

Promotion of educational services offered by the institution to the public of interest.

Strategic management of the institutional image for the admission of new families.

Writing and creation of graphic pieces for internal and external communications.

Preparation of audiovisual material of the activities and events of the institution.

Creation of own content for the website and management of the school's social media.

DIGITAL JOURNALIST

El Universal |

Generation of own content for the website through reports, chronicles, and interviews.

Realization, production, and editing of videos, photos, and infographics for the website.

Editing and correction of news with SEO tools, social networks, external links, among others.

Strategic management of social media.

Permanent update of the website through the constant review of the news agencies.



LANGUAGES

Inglés
Español

PROFESSIONAL SKILLS

Communications strategies
Writing
Digital content
Video editing
Building relationships with stakeholder

PERSONALITY HIGHLIGHTS

Responsability
Empathy
Willing to learn
Teamwork
Creativity
Time Management
Good listener

INTERNSHIP

MARKETING AND COMMUNICATIONS INTERN

Cartagena de Indias Convention & Visitors Bureau |

Creation and implementation of communication pieces for internal communication.

Writing news for internal newsletters, external publications, and web page.

Support in the processes of marketing and promotion of the destination.

VOLUNTEER WORK

INSTEDD COMMUNICATIONS

Innovative Support to Emergencies, Diseases, and Disasters |

Review of the company's website and creation of a presentation format to analyze the statistics generated by the website.

Identify and organize information to be published in InSTEDD's social media profiles.

Management of statistics generated by InSTEDD's blog and social media.

MEETING TOURISM ASSISTANT

Evento "Meetings Cartagena de Indias 2012 y 2013"

Call: selection of participants, management of invitations, registration, and control of the guests.

Handling the agendas of the participants during the event.

Support in the logistics and organization of the event.

Creation of communication pieces for the promotion campaign among the guests.

EDUCATION

UNIVERSIDAD DEL NORTE (2014 - 2015)

Postgraduate degree in Organizational Communication

UNIVERSIDAD DE CARTAGENA (2007 - 2012)

Social Communicator

COLEGIO DE ESTUDIOS SUPERIORES DE ADMINISTRACIÓN CESA (2015)

Implementation of Marketing Techniques in Digital Media Certificate Program

UNIVERSITY OF LA VERNE (2014)

Strategic Management & International Marketing Certificate Program