

Teresa Mestas H.

MARKETING MANAGER /
PROJECT MANAGER /
EVENT PLANNER

tere.mestas@gmail.com

C: +52 (686) 146 0432

Hard Skills

Microsoft Office, G Suite and
iWork
Social Media management and
ads:

- o Facebook
- o Instagram
- o TikTok
- o Youtube
- o Google Adwords

English Language

Spanish Language

Personal Skills

Organization

Time Management

Ability to work under pressure

Public speaking

Leadership

Detail oriented

Fast Learning

Certifications & Training

Innovation & Entrepreneurship in Marketing Certificate

University of San Diego 2018

Restaurant Management Certificate

CETYS University 2020

Wedding Planner Course

Wedding MBA, Las Vegas 2013

Education

2016 – 2019

Business Administration

Master's Degree

Cetys University

Mexicali, B.C., México

2009-2013

Marketing Management

Bachelor of Science

Cetys University

Mexicali, B.C., México

2009

Canada Exchange Program

6-month Exchange Program

Claremont Secondary School

Victoria, British Columbia, Canada.

2018

Summer Institute on Innovation and Entrepreneurship

Summer University Program

University of San Diego

San Diego, California, USA.

2012

International Marketing

6-Month University Exchange Program

Università Degli Studi Di Bergamo

Bergamo, Lombardy, Italy.

Work Experience

2024 - / VIBRANTE PRODUCCIONES

Logistics and Hospitality

- o Managing all aspect of Tour bookings of comedian Franco Escamilla including venues, hotels, transportation, catering and vendors.

2022 – 2024 / PRODENSA

Consulting Strategy Manager

www.prodensa.com

- o Conduct research to understand industry trends and competitors.
 - o Strategic Planning, develop and implement long-term strategic plans and initiatives.
- Performance Monitoring, track progress and measure performance against goals.

2018 – 2022 / Suavisal

Foreign Customers Relationships/Business Management

www.suavisal.com

- o Customer service, production planning, export follow-up and project manager for clients in the United States
- o Supervising sales team and customer service procedures.

Assisting Human Resources department on supervising procedures and employee development.

2016-2018 / Webshau

Project Manager

www.webshau.com

- o Planning of content and digital marketing campaigns for over eighteen clients' social media. KPIs follow-up and analysis.
- o Community management including Facebook, Instagram, email marketing and Google Adwords for client's accounts.
- o Creative team coordinator and supervisor.

2015 – 2017 / CETYS University

Entrepreneurship and Business Teacher

www.cetys.mx

- o Imparting Entrepreneurship and Business class for three groups of high school seniors per semester.

2014 – / Tere Mestas Event Planners

Director

- o Planning, production and managing of over 80 events, including weddings, concerts, comedy shows, runway shows, social, non-profit, and corporate events.
- o Source, negotiation and follow-up with venues, suppliers, and vendors.
- o Creative consulting for event solutions and design.