

PROFILE

Dynamic professional with a proven track record in event design and marketing. Excelled in guest management and relations, boosting brand awareness through innovative social media promotion. Demonstrated exceptional problem-solving abilities and team leadership, achieving significant audience engagement growth. Skilled in content development and creative direction.



CONTACT



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IDIOMAS

English - Proficient

Spanish - Native



SKILLS

- Problem Solving
- Communications skills
- Attention to detail
- Team Leadership
- Creative direction
- Content development
- Project management
- Guest management & relations
- Microsoft Software



EDUCATION

**HOUSTON COMMUNITY
COLLEGE**

AAS - Music Business
2020-2022

ANA GABRIELA ALVAREZ MEDRANO

EXPERIENCE

Event Production Coordinator & Stage Manager Houston Margarita Festival; Houston, TX – 2021-2024

- Greeted guests with warm and welcoming demeanor.
- Achieved successful event outcomes with meticulous attention to detail in each stage of planning and execution
- Acted as the primary point of contact between stakeholders such as clients, crew members, etc. throughout the event lifecycle.
- Reported event performance, attendees and specific event feedback.
- Ensured positive attendee experiences by addressing issues promptly and implementing effective solutions.
- Oversaw scheduling and production details for 3 festivals & 8+ performances
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- Monitored performances to review technical and performance aspects for consistency.
- Conferred with technical directors, crew members and writers to discuss details of production.

Customer Experience Coordinator, The Sports & Wellness Doc; Houston, TX – 2023-2024

- Enhanced customer satisfaction by promptly addressing inquiries and providing accurate information.
- Utilized advanced analytical tools to assess service metrics and generate actionable insights that drove continuous improvements in the overall user experience.
- Trained new team members on company guidelines and best practices for exceptional customer service delivery.
- Assisted in the development of comprehensive training materials for new hires, promoting a consistent approach to handling customer queries.

Social Media Coordinator, Various Companies; Houston, TX – 2022-2024

- Developed customized paid advertising campaigns for maximum return on investment.
- Managed multiple social media platforms for increased engagement and audience growth.
- Boosted brand awareness by developing and implementing targeted social media campaigns.
- Created engaging multimedia content including graphics, videos, and blog posts to enhance user experience.
- Created social media content with consistent content and tone.
- Developed a strong online presence for clients through targeted social media strategies tailored to their unique needs.
- Strengthened brand identity with consistent messaging, tone, and visual elements across all posts.
- Analyzed performance metrics to identify trends and areas for improvement in future campaigns.