

CECILIA PROUS

MARKETING & MEDIA

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Asuncion, Paraguay

I am committed and dedicated with a strong background in Media, Brand Performance, and Marketing. I bring a global perspective, embracing diverse cultures and ideas. Open to new challenges, I am passionate about continuous learning and always seek opportunities for growth in dynamic environments.

EXPERIENCE

DIGITAL SOCIAL MEDIA ASSOCIATE

2024 - 2025

Nestlé Business Services LATAM

- Conducted market analysis and benchmarking.
- Developed performance reports and key performance indicators (KPIs).
- Monitored consumer trends and behaviors.

BRANDING AND MEDIA (INTERN)

2022 - 2024

LAGE Creativa

- Engaged in branding and networking initiatives.
- Created content for Instagram and TikTok platforms.
- Conducted comprehensive market research.

ENGLISH TUTOR

2023 - 2025

Fortner English

- Developed and implemented customized plans for students of varying proficiency levels, focusing on individualized learning strategies.
- Taught critical thinking and communication skills, preparing students for academic success in a global environment.

EDUCATION

2025

UNIVERSIDAD SAN IGNACIO DE LOYOLA
-SAN IGNACIO UNIVERSITY

Marketing and International Business

2020 - 2023

COLEGIO DE SAN JOSÉ

Baccalaureate in Graphic Design and Advertising

SKILLS

- Social Media Management
- Design Thinking
- Creativity
- Adobe Illustrator
- Adobe Photoshop
- Sprinkl
- Video Editing
- Photo Editing
- Leadership
- Teaching Skills

RECOGNITIONS

- Yale University: Young Global Scholars participant (2022)
- Adobe National Championship 3rd place (2022)

Academic Research and Projects:

- Developed a colorblind friendly biodegradable packaging as part of a capstone project at the international innovation fair MILSET Brasil, focusing on inclusivity and ecology. 2nd place. (2023)