

Maria Fernanda Crespo Martinez

Industrial Engineer | Meta Certified Digital Marketing Associate | Software Developer

I am an Industrial Engineer with over 20 years of experience in Marketing and Logistics, and I am also a Software Developer. As an Industrial Engineer, I have experience in marketing, social media, copywriting, e-commerce, customer service, and supply chain. This experience and knowledge allow me to generate value propositions and mix creativity and innovation to improve communication between the organization and its environment according to the needs, promoting quality experiences. I firmly believe in teamwork, being strategic, thinking outside the box, and following discipline until the result adds value to the company. I am passionate about results and connectivity.

WORK EXPERIENCE

E-Commerce Manager Alabardero Tienda

01/2022 - Present

Washington DC

Achievements/Tasks

- Design newsletters, posts, stories, and promotional offers and ensure they're correctly displayed on social media and other communication channels.
- Create the campaigns to generate the best engagement with our target.
- Design a user-friendly and engaging e-commerce website.
- Apply platform updates to attract and retain more customers.
- Evaluate legal disclaimers and website content to ensure they're compliant, error-free, and on-brand.

Community Manager (Clients like as CONCACAF, Ambito Financiero, GOL TV)

Datafactory

02/2017 - 08/2021

Remote Work

Achievements/Tasks

- Executed CONCACAF's social media marketing and website strategies during the different tournaments of the federation to increase web traffic and brand loyalty.
- Produced personalized pieces of content with the necessary quality to position and increase traffic on social media and the web of the Ambito Financiero brand.
- Posted articles for Gol TV in real-time on social networks and the web.
- Generated live sports data to turn it into truthful information.

Social Media Consultant MFC Social Media Solutions

07/2011 - 02/2017

Cali, Colombia

Achievements/Tasks

- Helped businesses discover how to use social media best to connect with customers, drive traffic, generate engagement, and increase sales.
- Enhanced a company's brand management, customer engagement, and organizational communications.
- Developed and posted content like graphics, videos, and articles to social media channels and websites.



mfcrespo77@gmail.com



(305) 491-1825



Washington DC, United States



www.mariafernandacrespo.com



linkedin.com/in/mariafernandacrespo



medium.com/@mafe_crespo



SKILLS

Social Media

Post Social Media Design

Canva

Photoshop

Advanced Excel

Spark AR

E-Commerce

Inventory Management

Adobe Creative Suite

Digital Marketing

WordPress



SOFT SKILLS

Attention to the Detail

Communication

Creative Writing & Storytelling

Critical Thinking

Leadership and teamwork

Pragmatic

Proactive

Empathic

Time Management

Planning

Problem resolution

WORK EXPERIENCE

Logistics and Supply Chain Manager

Produvarios S.A.

08/2004 - 07/2011

Cali, Colombia

Achievements/Tasks

- Responsible for the processes inherent to the supply chain (negotiation with suppliers, purchases, demand planning, and national and international distribution), as well as stocks and reverse logistics processes, taking care of the level of service and operating costs.
- Responsible for the negotiation and contracts with logistics providers and operators. I managed to reduce transportation costs by 33%.
- Responsible for sales estimation and demand planning (forecast) for footwear production and foamy.
- I was a member of the company's strategic planning and restructuring committee and leader of the process of changing the information system in the area.
- Responsible for planning the supply of finished products for the retail outlet of the footwear line nationwide to mitigate business risks and assure a continuous supply.

PROJECTS

Skillshare Experience (09/2020 - 11/2020)

- The project "Skillshare Experience" is a platform that creates a closer and more accessible Teacher-Student relationship, by providing features like, real-time understanding ranking, communications features, and metrics. This project was developed at Holberton School with the mentoring and supervision of Skillshare. Technologies used: - AWS Appsync - GraphQL - AWS Amplify - ReactJS - Material UI

EDUCATION

Full Stack Software Developer

Holberton School

2019 - 2021

Cali, Colombia, GPA: 4.0

Supply Chain Management

Universidad del Valle

2002 - 2003

Cali, Colombia

Industrial Engineering

Pontificia Universidad Javeriana

1993 - 2000

Cali, Colombia

CERTIFICATES

Meta Certified Digital Marketing Associate (2021)

PUBLICATIONS

Article

What happens when we type a command in the Shell?

April 16, 2020

Medium

LANGUAGES

Spanish

Native or Bilingual Proficiency

English

Professional Working Proficiency

INTERESTS

Social Causes

Help the Community