

Maria Jordan
Marketing Specialist

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Professional Summary

- Dynamic Communications professional with 15+ years of experience, leading strategic marketing initiatives, and innovation design processes.
- Proven to conduct market trend analysis and identify relevant messaging for stakeholder engagement and branding.
- Detail-oriented, reliable, attentive, and decisive professional. Works independently as well as integrated.
- Team Leader with experience in training and supervising staff.
- Strategy development consultative sales and building media relations engaging stakeholders
- Proven ability to find solutions to consultative sales problem
- Expertise in utilizing social media platforms with proficiency in Microsoft Office and Adobe

Work History

Consulting In Research, Development and Content Creation
Advocate Care

Aug/2023 To The Present
New York City (USA)

- Strategic Evaluation: Analyze existing research methodologies and content approaches for optimization.
- Research Management: Oversee research initiatives to align with client objectives and derive actionable insights.
- Content Strategy Formulation: Develop structured content plans to disseminate research findings in alignment with brand guidelines.
- Knowledge Transfer: Provide training on up-to-date research techniques and content development best practices.
- Stakeholder Liaison: Facilitate communication between the client and research entities to ensure aligned objectives and seamless integration of findings.

Communications Director
Infocorrosion

Jan 2021 - Jan 2023
Peru

- Structured and led the communication and design team processes to develop the brand's current graphic line.
- Identified opportunities for improvement in brand communication in order to differentiate and highlight the positioning and leadership of the two main business areas: Communication Platform and Training Center.
- Implemented sessions with consumers in order to identify category insights.
- Established professional relationships with suppliers to carry out web development, social media advertising, and content creation based on the brand's communication guidelines.
- Defined the brand properties to be used in the communication on the different platforms.
- Designed the necessary material to support the sale of the solutions of both the communication platform and the training center.
- Led the internal communication team in their knowledge of the category and how to communicate the solutions developed for the different audiences.

Innovation Leader
Infocorrosion

Apr 2019 - Apr 2020
Peru

- Managed and led the new product design team.
- Carried out the conceptualization, art direction and design proposal stages for the haircare and makeup categories.
- Implemented methodologies and processes such as Design Thinking: from strategy to design.
- Developed the stages of analysis, diagnosis and recommendation for the conceptualization and design of the new haircare product line.
- Reinforced the positioning of haircare brands, adding value to the different touch points with the consumer, from the concept, packaging design, to communication in social networks.

Senior Product Designer
Infocorrosion

Nov 2008 - Nov 2017
Peru

- Created the graphic research strategy adapting it to the branding and development of new products for each brand in the category.
- Mapped and identified aesthetic and communication codes following analysis of competition, consumer, trends, and brand portfolio.
- Designed new products (primary and secondary packaging) for the makeup category brands L'Bel, Esika and Cyzone.
- Presented to Brand Directors, proposals for new products, line extensions, rebranding as a result of the analysis, diagnosis and recommendations.
- Designed the new shade collections adapting them to the different seasons, analyzing trend forecasts to identify improvement and business opportunities in the portfolios.
- Supervised the development, testing and use of the products created.
- Reached a direct relationship with the cross-functional team: engineers, chemists, industrial designers, innovation leaders.
- Developed research processes, validating the importance of design in the innovation process, which generated an increase in sales volume from the development of new product launches.
- Assumed the role of beauty experience facilitator, dictating beauty experience workshops for the company's purchasing decision teams (Finance, Logistics and Operations) in LATAM.

Senior Advertising Art Director
Leo Burnett - Circus

Jun 2002 - Nov 2008
Peru

- Performed strategic functions as Senior Art Director for different BTL and ATL accounts.
- Created design concepts, aesthetic proposals and campaign presentations for various clients and businesses
- Led several teams of graphic designers to develop projects for advertising campaigns and promotional pieces.
- Worked with the different internal and external teams of the agency: clients, production, accounts, parallel art direction, among others.
- Achieved the positioning of brands in charge, adding value to the communication in the different traditional advertising channels (press, street, television).
- Developed various elements of consumer-focused design to achieve differentiation in communication versus competition through the design of BTL and ATL pieces.
- Created international award-winning outdoor campaigns.

Education

Certificate – Graphic Design	1994
Toulouse Lautrec Escuela Superior De Diseño	Peru
Master’s Degree (Advertising Design and Brand Communication)	2020
Universidad Internacional de Valencia	Spain

Certifications

Strategic Planning (IESA Venezuela)	2021
Branding and New Products Development (Centrum)	2018
Ontological Coaching Diploma (Centrum)	2012
Assertive Communication Diploma (Centrum)	2012

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