

# MARIA EUGENIA JORDAN

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## COMMUNICATION SPECIALIST

### PROFESSIONAL SUMMARY

Dynamic Communications professional with 7+ 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 into a team, with no supervision or in collaborative settings.

### SKILLS

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- Strategy development
- Consultive sales
- Corporate Finances
- Team Leadership
- Supervising Staff
- Engaging stakeholders
- Strategic planning
- Building media relations
- Social media platforms
- Problem-solving skills

### EDUCATION

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**Toulouse Lautrec Escuela Superior De Diseño I Peru.**  
Graphic Designer.

**Universidad Internacional de Valencia I ESDesign Escuela Superior de Diseño de Barcelona I Spain.**  
Master's Degree in Advertising Design and Brand Communication.

### WORK HISTORY

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**COMMUNICATIONS DIRECTOR | INFOCORROSION - Peru** 01/2021 to Current

- 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 2 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 the knowledge of the category and how to communicate the solutions developed for the different audiences.

**INNOVATION LEADER | STARBRANDS GROUP - Peru** 04/2019 to 04/2020

- 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 |  
BELCORP - Peru**

11/2008 to 11/2017

- 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 Peru**

06/2002 to 11/2008

- 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 in 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.

## **CERTIFICATIONS**

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Dar Learning - Bootcamp Vero	Strategic Planning	2021
IESA - Venezuela	Instagram, levels 1,2 and 3	2020
Centrum Universidad Católica del Perú	Branding and new product development	2018
Centrum Universidad Católica del Perú	Coaching	2012
Centrum Universidad Católica del Perú	Assertive communication	2012

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