



Hello! I am Monn, your go-to for Social Media and UX/UI. I like exploring the world while building brands' digital presence. I'm excited to infuse my creativity to your team, hope to meet you soon!

EDUCATION

BA in Design and Visual Communication.
Faculty of Arts and Design. UNAM. 2013- 2017.

Information Design. Univ. of Pretoria, South Africa. 2017.

Au Pair in The Netherlands. **2022 - 2023**
- Year to learn languages and cultural exchange.

CERTIFICATIONS

Figma & Webflow | Brand Strategy for IG |

Digital Lettering | Photojournalism | Self - portrait

PERSONAL PROJECTS

TikTok followers

+30k @monn.cherie +7k @holaurelia

I have two brands: Aurelia and Monn Cherie. Aurelia focuses on personalized craftworks, while Monn Cherie is a blog about my trips and second-hand items.

SOFT SKILLS

- » Problem - solving
- » Organization
- » Adaptability
- » Initiative

HARD SKILLS

Social Media Management (TikTok / Meta / X)

Meta Business Suite / Google Ads / LinkedIn Ads

Illustrator / Photoshop / InD / Pr / Lr

Figma / Adobe XD

CMS and SEO (Wordpress / Shopify)

CRM (Hubspot / Mailchimp)

Jira / Clickup / Asana

LANGUAGES

Native Spanish - English (C1) - Dutch and French (A1)

Montserrat González

✉ dmgv.31@gmail.com

🕒 28 years old

☎ +52 55 7402 1812

📍 Mexico City

🌐 www.monncherie.com

EXPERIENCE

- **Brand Creator. Aurelia. Since 2020.**
 - Yearly Planner design, print, marketing and sales.
 - Building up social media accounts through content creation.
 - Selling 100+ planners per year through TikTok.
- **Social Media Manager. Reworth. Jan- Dec 2022**
 - Social Media graphic material (video and still).
 - Content planning and creation (IG and LinkedIn).
 - Digital strategy for Social Media (IG & LinkedIn) and Google Ads.
- **Social Media Lead. Palmar Spritz. Jan- Dec 2021**
 - Digital strategy for LATAM & Spain: content, copy & CM.
 - Content planning and creation for TikTok, IG and FB.
 - Creative team leadership and hands- on Graphic Design.
 - Performance campaigns mngmt. on BM and Twitter Ads.
- **Marketing Coordinator. New Era Cap. 2019-2020.**
 - Development of social media campaigns for Mexico and LATAM (IG, FB, TW).
 - Creation of POP material for New Era Stores LATAM.
 - Adaptation of global campaigns for MLB, NFL and NBA.
 - Event branding and design for retailers.
- **Gamers Retail. 2018 - 2020**
 - **Project Manager. VoltEdge/Gamers. 2020 (project)**
 - Process planning for product launching.
 - B2C product development and purchase order placements.
 - **Trade Marketing Coordinator. 2019.**
 - EA and Ubisoft brand development in physical stores.
 - Development and analysis of marketing strategies.
 - **Graphic Designer. 2018 - 2019.**
 - Events organization and photography.
 - Design of printed material for retail.
 - Corporate image design (business cards, presentations).
- **Marketing & Communications Intern. CGG. 2017-2018.**
- **Design Intern. PARE Estacionamientos. 2016-2017.**