

## **Brenda Alicia Cantú Lozano**

Paseo de la Juventud 2405, Col. Cumbres 3er Sector. Monterrey, Nuevo Leon, Mexico, 64610

☎ 044.818.029.7277

### **Professional Objective**

To work and develop myself in the area of communication, public relations, human resources or marketing

### **Experience**

#### **CGBot, Monterrey, NL**

*Human Resources* Octubre 2007 – Present

- Monitor Artist Metrics
- Organize logistics for events, awards and recognition.
- Office Management
- Process Documentation
- Support Outsource Accounting
- Hiring of new talent
- Payroll
- Development of Policy Documents
- Job description
- Job evaluation

#### **Softtek, San Pedro Garza García, NL**

*Marketing and Sales Support* February 2007 – October 2007

- Lead generation and account assignment, contact and company analysis for prequalification and segmentation.
- Redacting and creating informative e-mails for the team.
- Marketing processes
  - Adjustment of offer and message in line with different needs of clients and sales
  - Website redesign
  - Print material redesign
  - Ensure all information is consistent throughout printed material, website and sales kit.
- Event planning and organization:
  - Design of print material
  - Design and development of invitations
  - Calls and e-mail invitations to event
  - Evaluation of different providers and their offers.
  - Quote and budget proposals for event
  - Design, development and evaluation of promotional and printed material
  - Active participation and assistance
- Evaluation and research on providers:
  - Quality control of promotional material and other products
  - Evaluation and hiring of promotional material and other products
  - Evaluation of different providers' quotes

#### **Hispanic Teleservices Monterrey, NL**

*Training and Communications Manager* January 2005 – February 2007

- Lead all Rollouts and Initiatives across all lines of business
- Offer and incorporate creative and unique ideas into all Communication strategies while respecting the Corporate Culture.

- Collaborate with Professional Services for all projects, including client visits information rollouts and client communications
- Attend Conference Calls with clients to keep all operation leads and support areas abreast of Communications
- Assuring the effective rollout of training material – establishing new process for info rollout success and following it
- Design and implement quarterly communications strategies, that drive site performance through educational and motivational messages
- Evaluates the impact of different communication channels (internal and external) and messaging strategies by seeking feedback to ensure future communications are effective.
- Translate high-level communications requests into actionable messages.
- Ensure all communications are consistently branded with the approved site look and feel and representative of corporate objectives by utilizing available templates and style guides.
- Act in conjunction with Human Relations manager to coordinate proper support to rewards and recognitions.

**Hispanic Teleservices** Monterrey, NL

*Services Trainer* February 2004 – January 2005

- Training newly hired representatives both in product knowledge and in interaction skills before learning about the product.
- Upraining tenured agents with updates, reinforcements and information needed to improve their work.
- Developing training material per the necessities of the business
- Communicating with clients, assisting to different conference calls and meetings
- Locating opportunity areas in the business finding and creating strategies to improve these areas.

*Call Center Supervisor* June 2003 – February 2004

- Call Center Supervisor. Managing technical support team, by monitoring quality and motivating team members.
- Broadband technical support trainer.

*Technical Support* April 2002 – June 2003

- Bilingual Technical Support
- Broadband technical support trainer.

**Instituto Tecnológico y de Estudios Superiores de Monterrey**, Monterrey, NL

*Online Tutor* September 2000 -September 2001

- Respond to simple and complex questions about computer hardware and software.
- Coordinator of the continuing education courses and responsible for the day-to-day management of all department tutors.
- Totally responsible for answering questions, tutoring and helping students with technical problems for the "Navigating Internet" course.

**Cablevisión Monterrey**, Monterrey, NL

*Graphic Design* - October 1999 - June 2000

- Created and designed television and print advertising for numerous products
- Scheduled and placed advertising with the local cable company, Cablevision Monterrey, a division of Grupo Multimedios, and the local newspapers El Diario de Monterrey and the Extra. Redesigned old

advertising to create new images, using creative ideas.

## **Administrative Experience**

### **North American International Trade Corridor Partnership,**

San Nicolás de los Garza, NL

*Administrative Assistant June 2000 – September 2000*

- Performed accurate day-to-day translations, including all bilingual presentations.
- Planned and organized diverse events, including the First Legislative Reunion in Acapulco, and Board of Director meetings.
- Fiscally responsible the organization's for the bank accounts, transfers, payroll, collecting dues, and maintaining the membership database.

## **Education**

### **Instituto Tecnológico y de Estudios Superiores de Monterrey, Monterrey, NL**

*Masters in Communications, specializing in both multimedia and e-learning.*

*Thesis: "Development of an integral model for the creation of a multimedia CD-ROM" August 2000 - December 2004*

### **Universidad Autónoma de Nuevo León, Facultad de Ciencias de la Comunicación**

Monterrey, NL

*Bachelor of Science - Communications. Major: Organizational Development*

*Thesis "Corporate Culture and it's influence in employee's performance"*

*August 1995 - June 1999*

### **Instituto Tecnológico y de Estudios Superiores de Monterrey, Monterrey, NL**

*Three-year course pertaining to translations and interpretations. January 1996 - May 1999*

## **Abilities**

*Languages: Bilingual English and Spanish. Basic French and Icelandic.*

*Computer Software : Office XP, Adobe, Macromedia.*

*Psychometric Tests: Cleaver, Terman, EQ Map*

## **Personal Affiliations**

- Cadena Linden - Past member
- Past writer for the High School Monthly Newspaper Nuevo Foro
- Toastmasters - Past member

## **Personal Data**

- Date of Birth – July 15, 1977
- Health - Excellent
- Valid Mexico Driver's License – # 2031329
- Criminal/Arrest Record – None

## **References**

Professional and personal references available upon request.