

## **Brenda Alicia Cantú Lozano**

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### **Professional Objective**

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

### **Experience**

#### **Buck Consultants, a Xerox Company, Apodaca, NL**

*Marketing and Communications Specialist*, May 2009 – Present

- \* Assist with data consolidation projects to define and analyze various marketing initiatives, processes, and ROI.
- \* Assist with the maintenance of the events calendar on the Intranet
- \* Conduct competitor research, including:
  - Monitoring of competitors
  - Posting appropriate alerts
  - Preparing monthly calendars of competitor events
- \* Maintain collateral inventory for the intranet, including:
  - Posting new and updated collateral and modifying collateral inventory to reflect changes
- \* Coordinate promotion of marketing campaigns and events, including:
  - Posting collateral
  - Compiling and cleaning up mailing lists
  - Preparing, testing, and sending email messages
- \* Support webcasts, including:
  - Sending webcast announcements, invitations, and reminders
  - Providing weekly updates of webcast registrations
  - Participating in dry runs
  - Assisting in follow-up activities to generate leads
- \* Analyze readership statistics for email campaigns, including:
  - Keeping an updated document with all email statistics
  - Analyzing campaign and publication readership, watching for trends
  - Tracking repeat readers
  - Tracking most read and least read campaigns
- \* Assist with conference and event planning, including:
  - Posting internal communications to the intranet to promote national, regional, and local third-party events, Buck-hosted events, speaking engagements, sponsorships, and webcasts
  - Assisting in the coordination and management of the events
  - Coordinating logistics involving third-party conferences and expos, including vendor services

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

*Human Resources*, October 2007 – Present

- \* Monitoring artist metrics

- \* Organizing logistics for events, awards, and recognition.
- \* Managing office
- \* Processing documentation
- \* Supporting outsourced accounting
- \* Hiring new talent
- \* Performing payroll functions
- \* Developing policy documents
- \* Writing job descriptions
- \* Conducting job evaluations

**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
  - Adjusted offer and message in line with different needs of clients and sales
  - Redesigned website and print materials
  - Ensured all information was consistent throughout printed material, website, and sales kit
- \* Event planning and organization:
  - Designed print material
  - Designed and developed invitations
  - Made calls and e-mailed invitations to event
  - Evaluated different providers and their offers
  - Prepared quote and budget proposals for third party and company events
  - Designed, developed, and evaluated promotional and printed material
  - Active participation and assistance at third party events?
- \* Evaluation and research on providers:
  - Quality control of promotional material and other products
  - Evaluated and hired vendors, including bid evaluation

**Hispanic Teleservices, Monterrey, NL**

*Training and Communications Manager, January 2005 – February 2007*

- \* Led all rollouts and initiatives across all lines of business
- \* Offered and incorporated creative and unique ideas into all communication strategies while respecting the corporate culture
- \* Collaborated with Professional Services for all projects, including client visits, information rollouts, and client communications
- \* Attended conference calls with clients to keep all operation leads and support areas abreast of communications
- \* Assured the effective rollout of training material – established and followed successful new process
- \* Designed and implemented quarterly communications strategies that drove site performance through educational and motivational messages
- \* Evaluated the impact of different communication channels (internal and external) and messaging strategies by seeking feedback to ensure future communications were effective
- \* Translated high-level communications requests into actionable messages
- \* Ensured all communications were consistently branded with the

approved look and feel and representative of corporate objectives by using available templates and style guides

- \* Worked with Human Relations manager to coordinate proper support to rewards and recognitions

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

*Services Trainer*, February 2004 – January 2005

- \* Trained newly hired representatives in product knowledge and in interaction skills before learning about the product
- \* Uptrained tenured agents with updates, reinforcements, and information needed to improve their work
- \* Developed training material to support business needs
- \* Communicated with clients, assisted with conference calls and meetings
- \* Located opportunity areas in the business and created strategies to improve these areas

*Call Center Supervisor*, June 2003 – February 2004

- \* Managed technical support team
- \* Monitored quality and motivated team members
- \* Served as Broadband technical support trainer

*Technical Support*, April 2002 – June 2003

- \* Provided bilingual technical support
- \* Served as Broadband technical support trainer

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

*Online Tutor*, September 2000 – September 2001

- \* Responded to simple and complex questions about computer hardware and software
- \* Coordinated the continuing education courses and was responsible for day-to-day management of all department tutors
- \* Fully responsible for answering questions, tutoring, and helping students with technical problems for the "Navigating Internet" course

### **Cablevisión Monterrey, Monterrey, NL**

*Graphic Designer*, 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 for 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

## LinkedIn Profile

<http://mx.linkedin.com/in/brendacantul>