

Jueisy Nicolle Garcia

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Communication professional, convergent thinker, with a creative-oriented personality. Vast experience in managing small and medium projects.

Mission: To develop media relations strategies across the different segments and ensure the positioning of the Alzheimer's Association brand throughout the state of Florida

EXPERIENCE

Associate Planner

Havas Media Miami

2022 - 2023

- Manage to distribute client budget across the different segments of the brand
- Prepare insights and performance review to discuss with bedabble team for budget allocation
- Complete reconciliation process from all vendors in a timely manner
- Coordinate the asset production and publication with the creative agency and internal team
- Data analysis of the conversions per month within different platforms (Meta, Google, direct partner vendors)

Property manager

Walnut Street Capital December

2019 - 2022

- Prepares reports by collecting, analyzing, and summarizing data and trends.
- Maintains building systems by contracting for maintenance services.
- Supervise and coordinate remodeling while maintaining the proposed budget.
- Actively communicate with tenants and new tenant prospects.
- Establishes rental rates by surveying local rental rates.

Writer and audiovisual developer

Diario Las Americas

2016 – 2019

- Produce and edit videos for the entertainment section.
- Manage content in social media creating new entries on a daily basis. Search for relevant and accurate local news.
- Cover social and breaking news event within the Miami scope.

News Media Monitoring

Global News Peru

2014 – 2015

- Listen and research news for specific brands.
- Write news reports
- Evaluate credibility sources

EDUCATION

International Florida University Journalism

Bachelor of Science in Communication

Major: Journalism

Minor: Social Media and E - Marketing analytics Degree earned: Fall 2020

Miami Dade College Associate Arts degree

Degree earned Summer 2018

SKILLS AND INTERESTS

- Computer literate with proficiency in MS Excel, MS Word and MS PowerPoint
- Oral and written communication skills with a perfect sense of empathy
- Language skills: English and Spanish, fluent level, speaking and writing
- Project management experience to complete tasks within budget and scope
- Multitasking abilities
- Solve-problem and critical thinking strong abilities
- Market analysis and accurate delivery of costumer insights
- Resourceful and self-driven