

# Camila Cordoba

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Bilingual Social Media & Influencer Strategist with 10+ years of experience in digital content, audience engagement, and brand storytelling. Skilled in leading teams, managing influencer partnerships, and using data-driven insights to enhance brand presence. Passionate about creating engaging, culturally relevant content that connects with diverse audiences.

## EDUCATION

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### DEPAUL UNIVERSITY

Master in Public Relations and Advertising (PRAD)

Chicago, IL

June 2025

### PONTIFICIA UNIVERSIDAD JAVERIANA

Bachelor in Social Communications and Advertising

Bogota, Colombia

October 2014

## EXPERIENCE

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### DEPAUL UNIVERSITY

Digital Graduate Assistant – College of Communication

Chicago, IL

July 2023 – March 2025

- Led execution of content strategies across social media platforms, aligning with brand goals, with a 23% platform growth over 10 months.
- Monitored and analyzed content performance, optimizing engagement strategies.
- Managed website content and supported public relations initiatives.
- Provided strategic insights on digital trends, audience engagement, and organic brand ambassadors.

### Translator and Interpreter - Department of Modern Languages

May 2023 – March 2025

- Provided English-Spanish translation services for various documents, including contracts, promotional materials, academic materials, informational materials, surveys, and consent forms.
- Offered consecutive and simultaneous interpreting for organizations, events, meetings, and interviews.
- Collaborated with community organizations to ensure accurate and culturally sensitive communication.

### IPROSPECT

Social Media & Content Manager

Bogota, Colombia

April 2022 – March 2023

- Led influencer marketing area and new social media business.
- Managed 20 influencer partnerships in 11 months.
- Developed innovative social media strategies to increase engagement and brand visibility.
- Managed and mentored a team of community managers, ensuring content alignment with business objectives.
- Oversaw social listening tools and performance analytics, optimizing brand reputation.
- Expanded new social media business opportunities, enhancing agency offerings.

### Senior Community Manager

January 2016 – March 2022

- Directed social media campaigns for major brands, including Bayer, Liberty Mutual Insurance, and Parmalat.
- Developed branding strategies and competitive analyses tailored for Hispanic audiences.
- Led community management initiatives, enhancing customer engagement and retention.
- Managed influencer collaborations and social content creation to drive organic reach.

**Main achievements:** Automation of answers to FAQs. Reduced response time by 50% through automation and improved workflows.

Increased social media engagement by 45% through strategic content and community interactions.

Maintained an average response time of 1 hour, ensuring timely support for online communities.

Managed 300 customer inquiries per month for Bayer across Facebook and Instagram.

## **IMPULSE INTERACTIVE**

### **Community Manager**

**Bogota, Colombia**

**October 2015 – January 2016**

- Account management: Bimbo, Mr Brown, New Cambridge School, Kinder, Caterpillar, Colmedica, Grupo Contempo, and Newport School.
- Designed and executed social media campaigns
- Identified growth opportunities, leading strategic digital initiatives.

**Main achievements:** Detect opportunities for business growth. Leadership of projects in their different stages: strategic planning, material execution, team management, impact reports, and campaign effectiveness.  
Improved brand sentiment score by 30% for Mr. Brown.

## **MEDIACOM**

### **Intern and later SEO Executive**

**Bogota, Colombia**

**January 2014 – August 2015**

- Managed SEO strategy for regional P&G brands, including Max Factor, Olay, Pampers, and Pepto-Bismol.

### **Main achievements:**

- Executive in charge of the Max Factor account at a regional level.
- Creation of monthly newsletter for Max Factor.
- Opening and consolidation of new social media accounts.
- Evolution from trainee to SEO executive.

## **SKILLS AND LANGUAGES**

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**Social Media and Influencer Marketing:** Meta (Facebook, Instagram, Threads), TikTok, X (Twitter), YouTube, LinkedIn, WhatsApp, Pinterest, and emerging platforms.

**Social Media Advertising:** Meta Ads Manager, TikTok Ads, X Ads, YouTube/Google Ads, LinkedIn Advertising.

**Analytics & Social Listening:** Sprout Social, Social Studio, Meltwater, Infegy, Brandwatch.

**Content & Digital Tools:** MailChimp, Canva, WordPress.

**Languages:** SPANISH: Native ENGLISH: Fluent.

## **AWARDS & HONORS**

- **Outstanding Achievement and Leadership in Public Relations and Advertising**  
DePaul University, College of Communication – June 2025  
Selected by faculty as the top student in the PRAD graduate program. GPA: 4.0
- **Selected Presenter, 2025 Midwest Popular Culture Association/American Culture Association (MPCA/ACA) Conference**  
University of Iowa, Iowa City – Royal Pains crisis communication case study
- **PRAD Graduate Merit Scholarship**  
DePaul University – October 2023
- **Graduate Assistantship Award – Communication**  
DePaul University – August 2023
- **Nominee, Student Employee of the Year**  
DePaul University – 2024 & 2025