

ANDREA GARZA GONZALEZ

BRAND, COMMUNICATION AND CONTENT STRATEGY



+ 34 607 504 810

andreagarza.gzz@gmail.com

Barcelona, Spain

www.andreagarzagportfolio.com/

PROFILE

Spanish: Native

English: Native

French: Advanced (B2)

Brand, Communications and Content Strategy professional with over 5 years of experience in corporate communications, digital marketing, audiovisual production, and influencer strategy. Passionate about creating high-impact brand experiences through storytelling, combining creativity with strategic thinking. Experienced in executing multi-channel campaigns, managing international stakeholders, and developing initiatives across industries including luxury, beauty, gaming, and entertainment.

WORK EXPERIENCE

Corporate Communications Assistant EMEA

06/2025 - 12/2025

The Estée Lauder Companies | Paris, France

- Supported EMEA Corporate Communications across internal, leadership, and affiliate messaging, ensuring alignment with global guidelines.
- Coordinated communications for key corporate moments, including Town Halls, onboarding initiatives, and internal events, covering copywriting, logistics, and asset distribution.
- Contributed to the Breast Cancer Campaign 2025, supporting internal storytelling, affiliate coordination, and campaign deployment across multiple markets.
- Developed & coordinated internal and digital communications, including newsletters, articles, presentations, social content planning, and toolkits, while supporting EMEA-Global alignment and visibility of regional initiatives on global channels.

Influencer Content Associate

01/2024 - 07/2024

Voodoo | Paris, France

- Developed and managed creative briefs for influencer campaigns
- Integrated UGC content into performance ads, optimizing for installs & engagement.
- Analyzed campaign metrics using TikTok Analytics & Meta Business to inform strategy.
- Maintained creator database, benchmarked influencer performance, and supported partnership negotiations.
- Tracked digital trends to support the launch of creator challenges & content experiments.

Influencer Marketing Assistant

06/2023 - 12/2023

Voodoo | Paris, France

- Integrated influencer content into ads & analyzed social media data for marketing campaigns.
- Managed databases & conducted benchmarking of influencers, gamers, and content creators.
- Contributed to campaign strategies & creator challenges, including the TikTok Creative Challenge (TTCC).
- Developed creative briefs for projects like TikTok AIGC, driving innovative marketing initiatives.

Production Assistant (Freelancing)

09/2022

702 Studios | Monterrey, Mexico

- Led project execution for Arzyz Advertisement through strategic planning and management.
- Art Directed the Tigres UANL teaser ad collaboration for "The Batman," showcasing creativity and vision.
- Delivered high-quality productions, adapting to diverse creative demands and client needs.

Strategic Alliances Coordinator

01/2019 - 10/2022

Monterrey International Film Festival | Monterrey, Mexico

- Coordinated partnerships with 39 institutions & brand sponsors to support the 15th-18th edition of the festival.
- Collaborated with national & international stakeholders to produce 398+ screenings & events across 49 venues and digital platforms.
- Oversaw branded integrations & VIP experiences for 170+ invited guests and institutional partners.
- Contributed to record audience engagement with 151,324 total attendees and 4M+ social media impressions on the 18th edition.
- Orchestrated high-profile activations, including press conferences, red carpets, and industry panels with government and media partners.

EDUCATION

MSc Luxury Management & Innovation

(2024-2025)

École Supérieure de Commerce de Dijon | Dijon, France

Master in Management - (Grande École Program)

(2022-2024)

École Supérieure de Commerce de Dijon | Dijon, France

Bachelor of Arts in Digital Cinematographic Production

(2014-2018)

Universidad de Monterrey | Monterrey, Mexico

HARD AND SOFT SKILLS

- Adobe Suite** - Photoshop, After Effects, Premiere, Lightroom
- MS Pack Office** - Excel, PowerPoint, Word
- Google Analytics, TikTok Analytics, Meta Business Suite, Tableau
- Final Cut Pro, Capcut, Canva, OBS, Salesforce
- Visual Eye - Aesthetic Sensibility
- Team Collaboration
- Creative Project Management
- Creative & Detail oriented
- Excellent Communication