

# ANDREA GARZA GONZALEZ

## LUXURY COMMUNICATION & DIGITAL MARKETING



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### PROFILE

Spanish: Fluent

English: Fluent

French: Advanced (B2)

Passionate about crafting impactful brand experiences through communications, digital marketing, and storytelling. With over 4 years of experience across content development, event production, corporate communications, and project management, I have built a strong foundation at the intersection of creativity and strategy. Holding a double Master's degree in Management and Luxury Management & Innovation, I am now focused on building a career in the luxury fashion and beauty industry. Skilled in executing campaigns, managing cross-functional and international stakeholders, and driving brand engagement through corporate, PR, and digital communications. *Curious mind, cinema soul. I craft stories where luxury meets purpose, always with heart, strategy, and a touch of bold elegance.*

### 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 and regional priorities.
- 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.

#### 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 18<sup>th</sup> 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)

Burgundy School of Business

Dijon, France

#### Master in Management - Master Grande École

(2022-2024)

Burgundy School of Business

Dijon, France

#### Bachelor of Arts in Digital Cinematographic Production

(2014-2018)

Universidad de Monterrey

Monterrey, Mexico

### SKILLS

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