

LEONER PAGÁN

ADVERTISING

HELLO !



My name is Leoner Pagán and I'm 22 years old. My passion is to help companies grow their brands by creating content, managing social media, designing, and also modeling in photos. I strive to have a creative vision for everything I do.

I would describe myself as adaptable, ambitious, self-motivated, confident and down-to-earth. I am currently very focused on reaching my highest potential professionally.

My versatility, creativity, and determination can be great assets to your team.

EDUCATION



BACHELOR DEGREE

CLASS 2017

Interamerican University of Puerto Rico

Advertising & Public Relations

EXPERIENCE



SOCIAL MEDIA STRATEGISTS

APR - OCT 2017

DDB Latina Puerto Rico

Clients: Medalla Light / Famous Dave's

- Analyzed digital insights and data to create monthly reports for client.
- Stay up-to-date with digital technology trends
- Communicates and works daily with production team, graphic artists, and content creator to produce, implement and publish content.
- Involved in campaign concept development for digital, above the line, and below the line tactics.
- Storyteller of all the events sponsored by my client, such as: music, art and cultural.
- Provide assistance to production team in the field when needed.

ACCOUNT EXECUTIVE

FEB - APR 2017


DDB Latina Puerto Rico

Client: Walmart PR

- Internship experiencing all of the agency's main departments such as Account Executive, Digital and Production.
- Manage day to day work for all Walmart shoppers & seasonal events.
- Support the development of digital strategy.
- Monitor, analyze and develop competitive reports
- Assist team in preparing for client meetings.
- Schedule client meetings and marketing activities.
- Provide assistance to production team in the field when needed.

CONTACT



 787-204-1797

 LEONERPAGAN@OUTLOOK.COM

WEBSITE

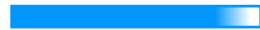


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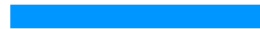
PERSONAL SKILLS



CREATIVITY



ORGANIZATION



RESPONSABILITY



TEAM WORK



PROFESSIONAL SKILLS



SOCIAL MEDIA



PHOTOGRAPHY



GRAPHIC DESIGN



STORYTELLER



M. OFFICE



RESEARCH



LANGUAGES



SPANISH



ENGLISH