

# Maria Fernanda Monascal

*Operations & People-Centered Professional*

Colombia, Colombia | [LinkedIn](#)

Creo que el trabajo puede ser una extensión de quiénes somos cuando lo vivimos con propósito y autenticidad.

En mi recorrido profesional he aprendido que mejorar una organización no empieza con procesos ni herramientas, sino con escuchar. Escuchar a las personas, a los sistemas, a lo que está funcionando y a lo que no se dice. Desde ahí, puedo ver con más claridad cómo conectar lo humano con lo estructural: crear orden sin rigidez, mejorar sin perder el alma del equipo.

Mi experiencia se ha movido entre la optimización operativa, la comunicación, y el desarrollo de personas. En cada rol, busco entender cómo hacer que las cosas funcionen mejor — no solo para que sean más eficientes, sino más sostenibles, y más humanas. Disfruto ver cómo las ideas se vuelven claras, los proyectos fluyen y las personas (así como yo) se sienten parte de algo más grande.

Soy una problem-solver por naturaleza que ama aportar estructura cuando hay caos y empatía cuando falta conexión. No pretendo tener todas las respuestas, después de todo, ¿qué hay de bueno en un mundo de soluciones monopolizadas?

□ Estoy trabajando activamente en desarrollar mis habilidades de liderazgo enfocado en coaching, inteligencia emocional y desarrollo organizacional, siempre desde un enfoque multidisciplinario, y con miras a aplicar estas habilidades para crear entornos más saludables, eficientes y sostenibles.

□ Estoy abierta a oportunidades en las que pueda contribuir a un trabajo significativo y seguir creciendo en el camino.

## EXPERIENCE

### Virtual Assistant & Content Creator

Telec International LLC

Nov 2022 — Apr 2024

*Barranquilla, Colombia*

In my role as Operations Manager at FPT Environmental, I led a multi-functional team to implement new technologies and optimize processes to increase efficiency. My main focus has been on process optimization, developing and implementing systems that support and improve the operational efficiency of the different business verticals, as well as developing and implementing marketing strategies.

A critical part of my role is to ensure that the entire team is aligned with the company's strategic goals. This ensures that we are always focused on the most pressing priorities, while maintaining a motivating and collaborative work environment. It is also essential to ensure that the team has the necessary tools and training to meet the changing challenges of the day. For operational management and project planning, I have implemented various digital tools that have helped us achieve effective organization of tasks, projects, internal communications and internal company processes.

### Creative Copy

Mbc IT Talent Solutions

Jan 2022 — Jun 2022

*Bogota, D.C., Colombia*

As a Creative Copywriter at MBC IT Talent Solutions, a specialist IT talent outsourcing company, I was responsible for developing and implementing internal communications strategies focused on employee wellbeing and external communications strategies focused on business development. This included managing various digital channels such as social media, email and the company blog, as well as supporting the HR team with job postings.

I also had the opportunity to work closely with the head of IT to research and implement a new collaborative project management tool. This tool centralized the organization of projects and tasks across all areas of the company, significantly streamlining workflows. I led the training of the team, facilitating the adoption of the new tool and improving the operational efficiency of the organization.

### Jr. Marketing Professional

Suplos

May 2021 — Jan 2022

*Bogota, Colombia*

This was my first experience outside of Venezuela in the marketing field, which not only allowed me to resume and advance my professional growth, but also to develop a deeper understanding of the operational and project management aspects within a company in a more digitalized environment.

In my role, I was responsible for creating and managing content for digital channels, which included designing graphic pieces, simple animations, and social media management. I also created metrics reports to evaluate the performance of our strategies and wrote and edited articles for the company blog. I worked closely with the Human Resources department to design internal communication materials, which strengthened my organizational and interdepartmental coordination skills. My experience at Suplos gave me a clear vision of the importance of digitizing processes and how these tools can optimize both internal operations and project management. This experience was essential to consolidate my skills in operational and project management, preparing me to take on more responsible roles in the future.

### Bilingual Tech Support Agent

Accedo Technologies

Dec 2020 — May 2021

*Bogota, Colombia*

After emigrating, I started a new professional chapter and faced significant challenges both emotionally and professionally. This role allowed me to strengthen key skills such as assertive communication, emotional intelligence and crisis management. I learned how to solve problems efficiently, provide quality customer service, and cultivate patience and resilience, skills that continue to be fundamental to my professional development.

### Marketing and Social Media Coordinator

Marriott Venezuela Hotels

Feb 2019 — Nov 2019

*Caracas, Venezuela*

After a break to complete my thesis and university studies, I returned to the marketing team of Marriott Hotels in Venezuela. This time, I took on the responsibility of managing the area, designing digital and traditional strategies

together with the director.

One of the biggest challenges I faced was forming strategic alliances with different brands and companies to create experiences for our guests and locals, as well as managing the negotiation processes involved. However, it was definitely one of the activities I enjoyed the most. Being part of the creative process, involving all the work teams, conceptualizing, organizing, and finally seeing the results during the coverage of each event was extremely rewarding.

I worked closely with the Events and Food & Beverage teams on notable events such as Burger Breaks with special guests, Food Truck Festivals, Wedding Experience, Wellness Workshops and JW Wonderland, a children's sleepover experience.

### **Social Media Coordinator**

Jun 2018 — Nov 2018

Marriott Venezuela Hotels

*Caracas, Venezuela*

My performance as an intern gave me the opportunity to formally join the Marketing team under the Sales Cluster Management of Marriott Hotels in Venezuela.

As a coordinator, I was responsible for implementing social media strategies for the bars and restaurants of each hotel (Entre Hojas Lounge, Mijao Restaurant, Sur Restaurant), following the guidelines set by the team leader. I was also in charge of designing and adapting internal and external communication materials, including banners, posters, invitations and publications for social networks. I also wrote press releases for various events held at the hotels and covered them on social networks with photos and videos.

This experience allowed me to develop and improve my skills in creative strategies, time management, project development and internal and external communication. Among the most important lessons I learned was a deeper understanding of the business and the impact that the marketing department and its strategies have on the development of the company, which prepared me to assume managerial responsibilities in this area.

### **Marketing Internship**

Nov 2017 — May 2018

Marriott Venezuela Hotels

*Caracas, Venezuela*

During my internship at Marriott, I worked with three brands (Marriott Hotels, JW Marriott, Renaissance Hotels) and four properties in Venezuela. I strived to go above and beyond at every opportunity, training myself in the visual and communication standards of each brand in order to provide support and solutions to the team in everything within my reach.

I actively participated in the promotion and coverage of events at the hotels, where I honed my skills in design, animation and video editing, supporting the team in the creation of content for social networks, as well as print and digital materials. Using tools like Illustrator, InDesign and After Effects, I developed and edited content to Marriott's high quality standards. I also worked closely with the marketing team, attending meetings and coordinating the implementation of the strategies I supported.

This experience not only strengthened my skills in graphic design, organization, attention to detail, and social media copywriting, but also gave me a solid foundation in understanding the importance of aligning marketing strategies with business goals. As a result of my performance, I was offered the opportunity to stay on with the company at the end of my internship.

### **Account Manager**

Nov 2015 — Mar 2017

Awasero Digital Solutions

*Caracas, Venezuela*

During my time as an Account Manager at Awasero Digital Solutions, a digital marketing startup and my first formal experience in a field related to my career, I began my journey in developing and executing social content strategies focused on generating organic traffic. I worked with an amazing team that taught me first-hand the importance of teamwork, effective communication (both internally and with clients), and gave me the space to develop my writing skills, organization (as I was still in college at the time), content planning, and discover my creative flair.

I managed accounts for a dance academy with locations in Caracas and Florida, a motivational coach, and a men's clothing brand in Puerto Rico. My responsibilities included planning the content grid, coordinating with the graphic designer to develop it, and preparing monthly results reports to give clients a clear picture of the impact of our strategies.

Awasero was an excellent school for me, allowing me to take my first steps in the working world and develop skills such as attention to detail, teamwork, planning and organization. This experience opened the doors to the world of marketing, which later led me to an internship in the marketing department of Marriott Hotels in Venezuela.

## **EDUCATION**

### **Universidad Monteávila**

Jan 2014 — Jan 2019

*Licenciatura in Comunicación Social*

## **PROJECTS**

### **MonCap Resina Epóxica | Branding Design**

MonCap es el emprendimiento de una aficionada al mundo de la resina epóxica que busca conectar con su vena artística. Creatividad, vida y color son los tres elementos que representan esta marca.

El logo está inspirado en dos cosas: las ondas que se ven al cortar un árbol [origen natural de la resina] y las ondas que hace la resina al ser vertida en una superficie. La identidad gráfica tiene un enfoque sobrio y minimalista, con menos distracciones de los detalles del arte y mayor libertad creativa.

### **Sauce Master | Branding Design**

Sauce Master es un emprendimiento salvadoreño de salsas artesanales elaboradas con sus propios cultivos de chile e ingredientes naturales.

Al desarrollar la marca, nos encontramos con una personalidad pícara e irreverente que busca ofrecerle a sus clientes una explosión de sabores en cada bocado que sus salsas acompañen. El logo está inspirado en su producto estrella, las salsas picantes, bajo la premisa de que una gota puede ser suficiente para hacerte sacar la lengua y darle a tus comidas un gusto delicioso. La identidad gráfica se inspira en su origen artesanal y en la viveza de los colores de su materia prima.

CERTIFICATIONS

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|------------------------------------------------------------------------|----------|
| Foundation Workshop, Management 3.0                                    | Jul 2024 |
| Management 3.0 aplicado a Scrum, Management 3.0                        | Sep 2022 |
| Fundamentals of Agile Project Management, Project Management Institute | Sep 2022 |
| EF SET English Certificate 77/100 (C2 Proficient), EF SET              | Sep 2022 |
| Curso de Marca Personal, Platzi                                        | Aug 2020 |
| Mención Honorífica Cum Laude, Issued by Universidad Monteávila         | Jul 2019 |

SKILLS

Inglés · Technical Proficiency · Gestión de crisis · Marketing de redes sociales · Gestión operativa · Planificación de proyectos · Diseño web · Optimización de procesos · Desarrollo de oportunidades de negocio · Agilidad · Project Development · Mejora de procesos · Gestión del tiempo · Diseño gráfico · Branding · Diseño de logotipos · Diseño conceptual · Software de gestión de proyectos · Gestión de proyectos · Comunicaciones internas · Comunicados de prensa · Adobe Illustrator · Microsoft Office · Instagram · Microsoft Excel · Microsoft PowerPoint · Microsoft Word · Toma de decisiones · Comunicación · Capacidad de análisis · Decision-Making · Solution-oriented · Group Communication · Inteligencia emocional · Comunicación interpersonal · Gestión · Estrategia · Liderazgo de equipos · Estrategias creativas · Atención al detalle · Negociación · Planificación estratégica · Relaciones interpersonales · Liderazgo · Trabajo en equipo · Aptitudes de organización · Comunicaciones