



LETICIA PIMENTEL

BRANDIG STRATEGIST

Location: Cancún, Mexico

Languages: Spanish (Native), English (Fluent - 85%)

Contact: hola@leticiapimentelh.com | 9984409608

SUMMARY Marketing expert with 10+ years in hospitality sales and marketing. Proven ability to manage high-performing teams and build customer relationships, with expertise in digital marketing strategies and brand alignment. Skilled in content creation and strategic partnerships with a focus on wellness and personal development.

CORE SKILLS

Computer Skills: Advanced in Word, Excel, PowerPoint, Photoshop, Illustrator, InDesign, Canva, Wordpress Web Design.

- SEO Strategies - Branding Management - Content Strategy - Social Media Marketing - Partnership Development, Marketing automatization.

Marketing & Business: Intermediate level PR experience , Leadership, Team Building, Customer Service, SOP Creation, Diversity Training, Communication Strategy.

Soft Skills: Assertiveness, Effective Communication, Adaptability, Cross-cultural Collaboration.

EDUCATION

Bachelor's Degree in Communication

Universidad Anáhuac Cancún, Mexico | Aug. 2004 – Jun. 2010

PROFESSIONAL DEVELOPMENT

Diploma: Marketing for Tourism and Hospitality Specialist

Universidad Anáhuac Cancún, Mexico* | Jun. – Dec. 2008

Transpersonal Coaching Certification Nov. 2023*

The Digital Economy: Selling through Customer Insight The Open University Business School | Sep. 2019

Bachelor's Degree in Psychology

Universidad Humanitas | January 2021 - In process of getting certification (Cédula profesional)

WORK EXPERIENCE

Freelance Digital Marketing Consultant

Oct. 2018 – Present

- Advised small businesses on digital strategies, enhancing online visibility.
- Developed compelling content for social media and email campaigns, increasing engagement.
- Coordinated and executed SEO initiatives, improving client lead generation.
- Web design for e-learning plataforms (Kajabi, Wordpress, Systeme.io)

Marketing Manager | (Now Marriot Vacation Ownership)

The Westin Lagunamar Ocean Resort Villas & Spa, Cancún | Feb. 2014 – Aug. 2018

- Managed a 15-member team, exceeding sales targets through effective leadership.
- Established strategic partnerships, boosting lead conversion with local businesses
- Coordinated in-house marketing and guest services to ensure seamless operations.
- Collaborated with cross-functional hotel departments to align marketing efforts with brand standards.
 - Designed SOPs for a culture-driven environment, trained new hires, and managed individual performance evaluations.

Marketing Operations Supervisor

*Starwood Vacation Ownership / The Westin Lagunamar Ocean Resort Villas & Spa | May 2011 – Feb. 2014

-Ensure employees are well-informed about company goals, initiatives, and news.Led the creation of marketing collateral for presentations, email campaigns, and recruitment posts. -Build and maintain relationships with restaurants, tour operators and stores like Palacio de Hierro.

Concierge Specialist

The Westin Cancún Resort & Spa / The Westin Lagunamar Ocean Resort Villas & Spa | Oct. 2008 – May 2011

- Delivered personalized guest services, including booking reservations and organizing concierge desk materials.
- Developed concierge strategies to increase guest satisfaction and tour participation.

HOBBIES & INTERESTS

Martial Arts: Tae Kwon Do (1st Dan)

Meditation

Triathlon

Reading

REFERENCES

Available upon request.