

# Berenice Paez López

## • Digital Communications Strategist •

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### PROFESSIONAL SUMMARY

Digital Communications Strategist with 5+ years of experience leading institutional positioning and organic growth for public institutions, foundations, and high-impact cultural projects. Specialized in multi-platform strategy design, performance optimization, and editorial narrative development. Experienced in digital rebranding, audiovisual production, and content ecosystem management focused on reputation and community building.

### KEY ACHIEVEMENTS

- Increased Instagram views by +311% through strategic audiovisual content optimization.
- Achieved +58% community growth for a federal public institution in less than one year.
- Boosted engagement rates: Instagram (+139%) and TikTok (+111%).
- Led institutional website redesign aligned with digital rebranding strategy.
- Designed and implemented an automated internal communication system for a national foundation.

### PROFESSIONAL EXPERIENCE

#### Directorate of the Conservatorship of Palacio Nacional – SHCP

##### Digital Communications Strategist

Oct 2024 – Aug 2025 | Mexico City

- Designed and implemented multi-platform digital strategy (Instagram, Facebook, TikTok, X, YouTube).
- Achieved +58% Instagram growth (4,611 to 7,292 followers).
- Increased views by +311% (28,090 to 87,462).
- Optimized engagement through audiovisual format strategy.
- Produced institutional audiovisual content focused on cultural positioning.
- Implemented data tracking and performance analysis for strategic decision-making.

#### Fundación Azteca – Grupo Salinas

##### Social Media & Digital Media Coordinator

Nov 2022 – Aug 2024 | Mexico City

- Led institutional digital strategy and multi-platform ecosystem management.
- Supervised performance analytics and optimization processes.
- Coordinated website redesign as part of a broader rebranding initiative.
- Designed automated internal communication systems.
- Produced nationwide digital campaigns and audiovisual content.

#### The American British Cowdray (ABC Hospital)

##### Graphic Designer (Project-Based)

Aug 2021 – Present | Mexico City

- Institutional brand adaptation and visual alignment.
- Audiovisual production and livestream logistics for international medical courses.
- Graphic materials for academic and professional events.

## **Mexico Open at Vidanta – Grupo Salinas**

Community Manager

Dec 2021 – May 2022 | Mexico City

- Social media management and paid media coordination.
- Google SEM implementation.
- Content production for international sports event.

## **UNAM – University Seminar on Geopatrmony**

Designer & Project Spokesperson

Oct 2018 – Apr 2021 | Mexico City

- Designed signage system for 9 municipalities within the UNESCO Mixteca Alta Geopark.
- Developed museographic and educational materials.
- Rebranding and educational identity redesign.
- Applied strategic analysis methodologies (PESTEL & SWOT).

## **INDEPENDENT PROJECTS**

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### **Arts & Facts &**

Founder & Content Strategist

2025 – Present

- Development of a digital editorial platform focused on art and cultural analysis.
- Visual identity and editorial direction design.
- Research-based content adapted for digital platforms.
- Creative direction for photography, copywriting, and design.

## **CORE COMPETENCIES**

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- Institutional Communication
- Digital Strategy
- Reputation Management
- Organic Growth
- Digital Rebranding
- Editorial Strategy
- Performance Analytics
- Audiovisual Production
- Cultural Project Management

## **LANGUAGES**

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- Spanish – Native
- English – Upper Intermediate (TOEFL ITP 500)

## **TOOLS**

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- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere)
- Meta Business Suite
- Google Analytics
- Google SEM
- WordPress / CMS
- Figma
- CapCut
- Microsoft Office

## **EDUCATION**

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BA in Design and Visual Communication – UNAM

Diploma in Exhibition Design – UNAM

Cultural Heritage Conservation Course – SHCP, 2025

