

# Camila Perez Rondon

(804) 298.9156 | CAMILAEPEREZ01@GMAIL.COM | www.linkedin.com/in/camila-perezr | Richmond, VA

## Advertising and Marketing Specialist

Result-driven creative with skills in brand storytelling, campaign development and visual communication. Combines strengths from marketing, customer engagement, and design thinking to create audience-focused content. Experienced in Adobe Suite, storytelling, and creative design to translate ideas into impactful messaging online and in-person platforms.

### SKILLS

Campaign building | Creative Storytelling | Design Principles | Graphic Design | Visual Problem Solving | Figma | Art Direction  
Marketing | Sales | Customer Relations | Adobe Suite | Google Workspace | Microsoft Office | Public Speaking |

### EXPERIENCE

#### Style Weekly, Brand Ambassador Intern

September 2024

##### **Event Engagement & Brand Representation**

- Promoted brand awareness and increased social media engagement by engaging with event attendees
- Facilitated guest participation in activities such as craft-making sessions and happy hours
- Increased subscriptions to newsletters and gained interactions with the brand on digital platforms
- Delivered exceptional customer service created a positive and memorable guest experience

#### Fleet Feet Corporate, Business Development and Marketing Intern

June - Aug 2024

##### **Marketing**

- Created Grand Opening Marketing Playbook for future Fleet Feet store operators; researched best practices and collaborated with cross-functional teams both internal and external to solicit feedback and incorporate franchise insights
- Used in-store experiences as a guide for grassroots outreach, grand opening events, and community engagement

##### **Business Development**

- Researched and recommended five new markets for placement of Fleet Feet stores; considered competition, other retail to strengthen growth, area growth, running interest in community
- Partnered with Business Development team to learn and leverage tools SiteZeus and Loopnet

##### **Independent Creative Project**

- Proposed National Franchise Appreciation Day campaign to boost awareness for franchise stores
- Collaborated with Marketing and Digital teams to define and plan implementation of National Franchise Appreciation Day

### ADDITIONAL EXPERIENCE

#### Fleet Feet, Sales and Marketing Consultant

June 2022 – June 2025

##### **Marketing, Sales and Product**

- Exceeded sales targets through active product promotion, including up-sells and cross-sells
- Educated clients on features and benefits of products and gear
- Designed and arranged visual merchandising
- Stayed informed of market trends through research

##### **Customer Engagement and Service**

- Offered personalized solutions to help customers meet their fitness goals
- Increased customer retention by enrolling customers in rewards program
- Provided effective communication by answering questions and offered understanding with issue resolution

### EDUCATION

**Virginia Commonwealth University**  
**Bachelor of Science in Mass Communications**  
**Concentration: Creative Advertising**

**Richmond, VA**  
**Expected May 2026**

### LANGUAGE

English (Fluent - Read/Write), Spanish (Fluent - Read/Write)