

Ana Karen Cervantes

Freelancer + Content Creator



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Monterrey, N.L.

EXPERIENCE

Le Jazz Escuela de Danza

(Aug 2014 - present)

Content Creator / Branding (Aug 2020 - present)

- Design of content strategy for social media (Instagram, Facebook & TikTok)
- Design of posts, stories and reels/TikToks
- Design of studio branding, dance presentation programs, in-studio posters and studio merch.

Dance Instructor (Aug 2014 - present)

- Instructor of commercial jazz for the advanced level group
- Choreographer of the competitive dance team (Le Jazz Group)

Freelance Content Creator

(Aug 2019 - present)

- Design of product catalogue for clients
- Design of presentation cards, "Thank You" cards, loyalty cards, gift cards, logos, posters and banners for small businesses, invitations, digital templates for games, product labels and document templates
- Mock-up design

Michael Page - Specialized recruitment firm

July 2021 - Feb 2024

Sr. Consultant (July 2023 - Feb 2024)

- Develop a strong client portfolio within different industries
- Work with different areas/disciplines to bring the best solution and consultancy to the client
- Lead innovative projects for sales increase and optimize work flow for productivity
- Maintain a minimum of 30% own generation revenue
- Recruitment of middle and upper management positions
- Member of the Innovation Committee

Consultant (June 2022 - June 2023)

- Develop a strong client portfolio within different industries
- Constant communication with clients to understand their needs
- Lead innovative projects for sales increase
- Recruitment of middle and upper management positions
- Obtain a revenue of \$1.6 million MXN in one semester
- Design of productivity "cheat sheets"

Trainee / Analyst (Dec 2021 - June 2022)

- Develop a client portfolio within different industries
- Lead innovative projects for sales increase
- Recruitment of middle and upper management positions

Intern (July 2021 - Dec 2021)

- Recruitment of positions within the IT Industry

EDUCATION

Universidad de Monterrey

Bachelor of Psychology

2017 - 2021

COURSES

Google UX Designer Certificate

Coursera | Google

February 2024 - Ongoing

The Science of Well-Being

Coursera | Yale University

March 2020 - May 2020

SKILLS

Creativity

Proactive

Leadership

Canva

Advanced
English

Microsoft
Office

PORTFOLIO