

Josefina Angulo Valencia
(15/10/2001)

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Education

UNIVERSIDAD PERUANA DE CIENCIAS APLICADAS

Bachelor's Degree in Communication and Marketing -

Monterrico, Lima

9th Semester 2019 – Present

Cursos para adquirir la mención en Marketing Digital

SAGRADO CORAZÓN SOPHANUM

Primary and Secondary Education

Lima, San Isidro

2008-2018

Work Experience

ORANGE LATAM

Content Creator

2025

Lima, Presencial

- Worked at Orange Latam creating and managing digital content for multiple brands.
- Developed content grids and planned publication schedules.
- Designed visual assets for social media and marketing campaigns.
- Managed brand accounts ensuring consistent voice and engagement.
- Scheduled and programmed content across different platforms (META, LINKEDIN, TIKTOK).
- Edited videos using CapCut to enhance social media presence.
- Created and executed content and social media for NASAVAL (pharmaceutical product).
- Produced content and campaigns awareness initiatives for Por un Perú sin Cáncer (NGO).
- Designed content grids and marketing materials for La Feria de Barranco.
- Wrote copy for posts, campaigns, and ads tailored to each brand's tone.
- Created content, content grids, and copywriting for Kango (travel agency).
- Executed campaigns with influencers to boost brand reach and engagement.

INDUSTRIAS NYX

Creator in Residence

2025

Lima, Remote

- Developed comprehensive content calendars (parrillas) and engaging copy for social media platforms.

- Managed Meta Business Manager goals to align with the brand's strategic vision.
- Created dynamic content tailored to audience preferences, boosting engagement.
- Planned and executed activations at sales points and events, including trade fairs, to enhance brand visibility and interaction.
- Collaborated on digital marketing strategies to strengthen the brand's online presence.

DIANA UP AESTHETIC CLINIC
2024-2025

Lima, Remote

- Increased visibility by 20% for a premium aesthetics clinic through educational and trend-focused campaigns on Instagram and TikTok.
- Designed engaging educational content about facial treatments, building trust and authority among the target audience (women aged 25-40).
- Implemented analytics-driven strategies to optimize reach and audience engagement across platforms.
- Managed multi-platform campaigns, balancing educational, promotional, and trending content effectively.

CORPORATE CRUZ EIRL
Sales Area
2023-2024

Lima, Jesús María

- Conducted transactions with a variety of clients, including construction companies, engineering firms, and gyms.
- Performed thorough sales analysis, identifying opportunities for improvement and growth.
- Proposed CRM system updates to enhance customer management with a focus on automation and predictive analysis.
- Gained valuable networking experience in the fields of communication and marketing.

Worked at sporting events as a hostess and sales promoter for a gym equipment brand.
Encouraged participation in brand contests during events, boosting product visibility and generating sales effectively and efficiently.

CONESSO PICTURES
Content Creator
2023

Wuppertal, Germany

- Assisted in the creation of social media content for a filmmaking company based in Wuppertal, Germany.
- Created Reels, posts, and TikTok videos.

ACTIVE LIFE
Hostess / Sales Promoter
2021

Lima, San Borja

- Worked at sporting events as a hostess and sales promoter for a gym equipment brand.

- Encouraged participation in brand contests during events, boosting product visibility and generating sales effectively and efficiently.
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Skills

- **Marketing and Advertising Knowledge:** Experienced in Instagram marketing strategies, content planning (scheduling), engagement, brainstorming, and sales funnels.
- **Copywriting:** Skilled in crafting persuasive copy and calls to action to convert followers into leads and retain them through post-sale strategies.
- **Digital and Design Tools:** Advanced proficiency in MS Office (Excel, PowerPoint, Word).
 - Expertise in Canva, InDesign, and Illustrator for professional designs.
 - Strong skills in Excel for data management and campaign result analysis.
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Extensive experience in customer service and efficient teamwork.

Languages

- Spanish: Native
 - English: Fluent
 - German: Advanced
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Courses

- **Funnels by Laura Blago** (2023)
- **Copywriting Course** (2023)
- **Ideas That Sell by Paulo Restrepo** (2023)
- **Digital Marketing Course by Vilma Nuñez** (2022)
- **AI for Marketers Course by Hubspot** (2025)

Portfolio:

https://www.canva.com/design/DAGq7JqKhNM/-PKUi4Frvzh6VHusvT9Neg/edit?utm_content=DAGq7JqKhNM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton