

MELISSA VILCHEZ

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PROFESSIONAL PROFILE

Third-year Marketing and Advertising student with experience in developing academic and collaborative projects related to market research, branding, digital marketing, advertising, and content creation. I am recognized for my analytical thinking, creativity, organizational skills, and ability to learn quickly. I am eager to continue growing professionally and contribute innovative solutions.

EDUCATION

Universidad Del valle

Bachelor's Degree in Marketing and

Advertising

2024 – Present

Currently in the third year of the program.

Colegio Pureza de maría

High School Diploma in Science and Humanities

2018 – 2022

COURSES & CERTIFICATIONS

• Universidad nacional de ingeniería

Microsoft Office Operator Certification

2022

• Universidad del valle

Extension Program Participant in the project:

“Technical and Commercial Assistance for

the Microenterprise MIXTELA”

2025

• Domestika

Online Course: Digital Marketing Strategies –

Build Your Online Presence

Instructor: Alice Benham

2025

• E4cc

Advanced English Course

Recognition for outstanding academic

performance and dedication.

2025–2026

PROFESSIONAL & PERSONAL SKILLS

Chispas de Colores (2025)

- Created content for social media platforms.
- Designed digital content using Canva.
- Supported the growth of the brand's digital presence.

Étnica – Velas Nova (2026)

- Developed the brand identity, including the name, logo, and slogan.
- Designed a digital marketing strategy.
- Created and managed Facebook, Instagram, and YouTube accounts.
- Developed the brand's website using Google Sites.
- Implemented WhatsApp Business and designed promotional materials.

Caffy Bites (2025)

- Developed the brand's visual identity.
- Conducted market research.
- Prepared project budgets.
- Applied the Business Model Canvas.
- Presented the project at an academic marketing fair.

Electrolit (2026)

- Applied the Design Thinking methodology.
- Conducted consumer research.
- Developed a Buyer Persona.
- Prepared an advertising brief.
- Designed a preliminary audiovisual advertising proposal.

PROFESSIONAL & PERSONAL SKILLS

- Problem-solving
- Analytical thinking
- Adaptability
- Fast learner
- knowledge of digital marketing tools
- Effective communication
- Creativity
- Teamwork

TOOLS

- Canva
- CapCut
- Google Sites
- Microsoft Office
- WhatsApp Business

LANGUAGES

- Spanish: Native
- English: B2 Upper-Intermediate