

ELISA GONZÁLEZ

Marketing & Creative Strategist

• Social Media • Creative Content Strategy • Digital Marketing • Brand Storytelling • Branding • Copywriting • Running •

Creative marketer passionate about lifestyle, wellness, fashion, sports and social media.
Passionate about helping lifestyle and consumer brands connect with people through thoughtful storytelling, social media strategy and creative campaigns, combining creativity, organization and strategic thinking to create meaningful brand experiences.

EXPERIENCE

McCann Paris | Creative Intern | 2024
Developed creative campaign concepts for leading beauty and luxury brands, including La Roche-Posay, L'Oréal, Valentino, and Saforelle.
Supported global creative campaigns.
Collaborated with multidisciplinary creative teams.
Participated in brainstorming and campaign development.

TBWA Buenos Aires | Art Direction Intern | 2023
Supported creative social media development and campaigns for McDonald's Argentina and Nissan.

Founders Miami | Creative Intern | 2023
Brand strategy - campaign development and creative activation concepts for Lipton Hard Iced Tea and WLNKYC.

Astillero Buenos Aires | Creative Intern | 2022
Campaign ideation, art direction, branding, video and concept development for Adidas Originals, Corona and Netflix.

INGO Hamburg | Creative Intern | 2022
Creative strategy, campaign concepts, visual communication, client presentations for Burger King, Audi, Milka, Oreo and Curtice Brothers.

MRKT360 Canada / Google Partner | Digital Marketing Strategist | 2019–Present

- Develop and execute digital marketing strategies for emerging brands across multiple industries.
- Manage Google Business Profiles.

Kryptonita | Marketing Executive | 2019
Developed digital marketing and social media strategies for chefs and food industry brands while supporting the planning and execution of culinary events.

SKILLS

Social Media Strategy • Content Creation • Copywriting • Digital Marketing • Creativity • Art Direction • Content Planning • Branding
DeckDesign • Organization • Multitasker • Visual and sensory pattern recognition • Photography • IG stories

TOOLS

Adobe Creative Suite • Canva • CapCut • InShot • Notion • Google Workspace • ChatGPT • Slack • Teams

AWARDS

Young Ones Shortlist (2023) - The Color of My Life
Premios Obrar Shortlist (2023) - The Color of My Life
Premios Obrar Shortlist (2022) - Life Whisperers

EDUCATION

Art Direction Program
Miami Ad School

Bachelors of Arts in Advertising and Market Communications
Instituto Tecnológico y de Estudios Superiores de Monterrey

LANGUAGES

Spanish (Native) • English (Professional) • Italian (Elementary) • German (Elementary)

BEYOND MARKETING

Outside of work, you'll usually find me training for my next run, baking, exploring fashion and lifestyle trends, or following the sports industry. These interests continuously shape how I uncover insights, develop creative concepts, build brands, and create authentic communities around them.

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