

LIZET ESQUIVEL MARTÍNEZ

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Guadalajara, México.

Professional summary

Trilingual Public Relations Manager with +18 years of experience with media, internal communication, corporate and government public relations, and event organization, specializing +10 years in the fashion industry, coordinating international fashion shows: USA, Finland, Dominican Republic, and Dubai.

Key Skills: Effective Negotiation | Problem Solving | Leadership | Working in Multicultural Teams | Proactivity and Initiative | Diplomacy and Effective Relationships

Technical skills: social media | Content Strategies | Project management | ISO 9001/2000.

Languages: Advanced English C2 | French A2

WORK EXPERIENCE

Global editor, section WOMEN WHO INSPIRE, Welum, Danish media --- July 2017-To date.

- Development of the new section: WOMEN WHO INSPIRE, which consists of interviews with women heads of companies from all sectors around the world.
- Writing articles of interest to women executives, covering leadership and fashion events.

Achievement:

- Interviews with billionaire Geeta Gupta-Fisker or Jill Scalamandre, global president of Bare Escentials etc.

Public Relations Manager, My Fashion Academy (MFA), Fashion School --- April 2022-August 2023

- Increase the visibility of the school in Mexico and abroad (Colombia and USA).
- Make strategic alliances with companies and organizations in the fashion sector.
- Organize fashion shows with the students
- Development of new academic offer in FashionTech, Beauty and Wellbeing.
- Organization of internships at different events, collaborating with national and international brands (Colombiamoda, Marie Claire Mexico, Patricia Govea among others).
- Increase the number of new professors, and leaders as Marco Corral, Regina Bautista, and Zaira Marino.

Achievements:

- Alliance with the school Polimoda.
- Internships: Management and follow-up of alliances to participate in internships in Colombiamoda, La Jolla International Fashion Film Festival, Dior Fashion Show in CDMX, May 2023.
- Participation in the event: *La Baja está de moda*, the most influential event in northern Mexico.
- Get international designers (C&A, Patricia Govea, DNA Sustainable Threds) to participate in the MFA student Fashion Show
- Press coverage: Articles in major media such as Fashion United, Fashion Network, Marie Claire Mexico, Indumentaria Online and Noir magazine.

Fashion PR Freelance--Octubre 2016-Marzo 2022

- Attention to stylists: Collections loans for publishers, red carpets.
- Public relations plans.
- Organize fashion Events: Fashion Shows, fashion congress
- Representation of personalities of international stature in Mexico as makeup artists of the NYFW and Celebrity stylists.
- Coordination of special projects: Alliances, sponsorships and collaborations with brands and events.

Achievements:

- Strategic alliances between The Royal Gala and Global Fashion Channel.
- Patronage of Elie Saab Mexico for Tamara Rojo, director of the London ballet on the red carpet of the DESPERTAR event.
- Alliance with various showrooms in Los Angeles, California and Mexico.
- Nomination for best costumes for the Galo Bertin brand at the Fashion Film Festival de la Jolla
- Celebrity placements for Abel López and Luciana Balderrama with actresses such as Fernanda Castillo, Mariana Treviño, Tessa and Viviana Serna.
- Coordination of the "Fashion Business" edition for Entrepreneur Mexico magazine, October 2017.

Public Relations Manager, Benito Santos – Mexican Designer-----October 2014–September 2016

- Media relations: Management of interviews, drafting of press materials, attention, and monitoring of media at designer events, control of publications, support in generating social media content.
- Coordination of Benito's participation in the Fashion Weeks of Mexico, Helsinki, Dominican Republic and all events in general.
- Attention to stylists: Collections loans for publishers, red carpets. Attention to celebrities on catwalks and special events.
- Coordination of special projects, sponsorships and collaborations with brands

Achievements:

- Brand access at Mercedes Benz Fashion Week Mexico and sponsorship management for Front Row with the Tech Italy brand, generating collaborations with the footwear brand Dione.
- Management for the participation of the designer in the film " Qué culpa tiene el niño" by Karla Souza.
- Structuring the public relations area in the company, relationship with new stylists, increasing brand notes in bridal and fashion media.

Consultant at R.P. focused on technology and fashion accounts, Executive–Comunicación ejecutiva, PR agency.
February 2009–September 2010

- Coordination and press attention of the MODAMA event of the CICEJ.
- Press coordination at COECYTJAL events.

Achievements:

- 3 New clients, positioning of the agency in new sectors (footwear and electronics), alliances with PR agencies in different countries of Europe and North America.

Teaching experience

Professor in Humanities – TecMilenio University	2019 to date
Spanish Teacher- Newland School	2014- 2018
Spanish Teacher- Colegio Británico	2012- 2014
Spanish teacher– UVM	2010- 2012

EDUCATION

Master in International Communication Management, Universidad Católica de San Antonio de Murcia (UCAM) Murcia, Spain **2013**

Bachelor's degree in communication sciences, Universidad Univer **2004**

Chief Wellbeing Officer, World Happiness Academy, Virtual Miami **2023**

- 2021 Certificate in Positive Organizations, Tecmilenio University
- 2020 Certificate in Positive Psychology, Tecmilenio University
- 2018 Ibero-American Communication Congress, Universidad Anahuac Norte-Joan Costa Institute
- 2016 I EXPORT course, Jaltrade.
- 2012 Course in Managerial Skills, Harvard Manage Mentor Plus.
- 2011 Transformative Leadership Program, Jalisco State Government.
- 2009 Competent Leader degree by TM International leadership program.
- 2008 Competent Communicator degree by TM International.
- 2007 Effective negotiation seminar (Effective negotiating).
- 2007 Diploma in Strategic Marketing, ITESO.
- 2006 Diploma in Public Relations and Protocol, ITESO.
- 2006 Course Project Management, Electronic Production Chain.

ASSOCIATIONS AND SPECIAL PROJECTS

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- 2019 to date Global Women in PR, Chapter México-cofounder
 - 2021: Honorary member of ALL Ladies League (ALL), a global network of women for sisterhood and strength.
 - 2011: Event press officer, Global Public Policy Summit GPPS.
 - 2010: Government of the State of Jalisco, Alternate Protocol Coordinator.