

# LORENA LORÁN

## COMMUNICATIONS | MARKETING | SOCIAL MEDIA

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### About

A seasoned Marketing & Communications Strategist dedicated to driving stakeholder engagement through innovative systems, compelling content, and events. Recognized as a strong leader and collaborative force, adept at inspiring teams and stakeholders. Leveraging global experience, bilingual proficiency (English and Spanish), and a proven track record to craft strategies and narratives to achieve company goals.

### Expertise

- Digital communications, internal communications, business communication, and change management communications
- Digital marketing: social media, LinkedIn, web design and optimization, SEO, email marketing
- Helping companies improve stakeholder alignment and engagement
- Identifying needs, defining KPIs, creating strategies, systems, and producing digital assets
- Managing projects, stakeholders, and measuring results

### Academic Achievements

- **MA Diplomacy & International Business**  
Cum Laude. Norwich University, VT
- **BA International Relations**  
University of Alabama at Birmingham, AL
- **TSU Marketing & Advertising**  
Marketing & Advertising Institute, VZ
- **Certified Digital Marketing Professional**  
American Marketing Association (AMA);  
Digital Marketing Institute (DMI) and  
University of Vermont.

### Industries

Advertising • Alcoholic Beverages • Banking • Copyright Licensing • Digital Marketing • Government  
Industrial Manufacturing • Multimedia Production • Leisure & Hospitality • Restaurant •  
International Private Medical Insurance (IPMI) • Global Logistics

### Selected Clients & Employers:



## Career Summary

- **AkivaDMC (2018 - Present).**  
Consultant. Digital Communications, Digital Marketing, & Digital Content Production
- **Bupa Global Latin America (2011 - 2018).**
  1. Sr Regional Manager, Sales Learning & Development (2013 - 2018)
  2. Regional Manager, Internal Communications (2013-2014)
  3. Corporate Communications Specialist (2011 - 2013)
- **Giant Multimedia Solutions (2004 - 2010).**  
Co-Owner. Director of Marketing & Communications

## Awards & Recognitions

- **2017 Most Purpose-Driven Sales Star**  
A pillar of institutional knowledge, demonstrating leadership skills, high-standards, & strong work ethics
- **2014 Breakthrough Award**  
Carbon Trust Standard Achievement
- **2013 Our Purpose**  
Employee Engagement Global Campaign
- **2012 Golden Sneaker Award**  
Leading Bupa Global Challenge for Employees.
- **2008 Telly Awards**  
Bronze -Non-Broadcast Productions - Employee Communications: Compass Hollywood.

## Selected Leadership Accomplishments

**266%** Effective Strategy

Designed and executed regional communication strategy to launch new LMS resulting in 266% new subscribers registration rate.

**100%** Revenue Increase

Created and implemented integrated marketing, communications & PR strategy, CS policies and activities across 8 markets. Resulting in 100% increase in new business revenue, 88% retention rate, and brand's reputation turnaround.

**98%** Satisfaction

Conceptualized and rolled out innovative multimedia sales training program across 10 international markets. 300 sessions, 900 hours.

**94%** Employee Engagement

Designed and implemented Employee Communications Strategy, digital structures, activities and bilingual content that increased understanding and support for company's purpose.

**4K+** Global Reach

Designed multichannel, global business communication structure, defining stakeholders, devising content and messages to increase service awareness and stakeholder engagement worldwide.

## Selected Skill Set

- Strategic Planning
- Project Management
- Employee Engagement
- Managing Stakeholders
- Community Management
- Writing / Editing / Proofreading
- Crisis Communication
- Reputation Management
- Assembling Teams; Developing Talents
- Agency & Team Management

### Strategist

- Leadership & Collaboration
- Change Mgmt. Communication
- Content Strategy
- Data Analysis & Reporting
- Brand Management
- Video Editing & Production
- Paid Advertising
- A/B Testing
- High-Impact Events: Town Halls, Product Launch, Employee Wellness, Awards & Recognition

### Partner

### Advisor

### Creator

### Innovator

- Multimedia Production: Videos, Newsletters, Sales Collateral, Brochures, Training Materials
- SEO, Keyword Strategy
- Instagram, LinkedIn, YouTube, Vimeo, MailChimp
- Intranet.Sourcing, Implementing & Managing
- Microsoft 365 (Word, Excel, PowerPoint, SharePoint, Teams, StaffBase) Saba Cloud, Canva

## Contact Me



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## See My Work:



lorena-loran



Website