

NATALIA VELÁZQUEZ ROSARIO

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PROFESIONAL SUMMARY

Bilingual Marketing & Project Coordination professional currently pursuing a Master's in Digital Marketing, E-commerce & AI (OBS Business School). Hands on experience in digital marketing coordination, customer relationship management, and cross functional project execution. Skilled at translating client needs into actionable plans, coordinating across teams, and delivering results in deadline driven environments.

EXPERIENCE

Onboarding Specialist

Infomedia PR

January 2026 - Present, San Juan, PR

- Primary point of contact for 20+ client accounts monthly, from onboarding, validation, and handoff to the Account Coordinator.
- Develop 20+ client briefs monthly, translating account requirements into clear specifications for 5 cross functional teams.
- Resolve client confusion over contracted digital products, escalating cancellations to the right team when needed.
- Consolidated scattered onboarding materials — templates, manuals, CRM notes — into one centralized Google Drive hub.

Project Assistant, Strategic & Culture Consulting

BMA Group Global

July 2025 - January 2026, Guaynabo, PR

- Supported a \$300,000+ workforce project through participant data management, documentation, and reporting.
- Built Excel tracking sheets and performance reports for project monitoring, reducing reporting time by 83%.
- Delivered weekly project status updates to stakeholders to ensure alignment and timely decision making.
- Coordinated high volume participant outreach, managing 85% of project interactions.
- Maintained accurate CRM records in HubSpot to ensure data integrity and compliance.

Sales Team Lead

Sumaq Silver & Jewelry

December 2024 - July 2025, Bayamón, PR

- Created and analyzed monthly sales reports, presenting performance results and trends in meetings with the CEO.
- Generated \$15k+ in sales within a 10 day period, by executing customer focused sales strategies.
- Trained and mentored 6 new associates to improve service quality and team performance.
- Coordinated daily shifts for a sales team to ensure full coverage and smooth operations.

Sales Associate

Sumaq Silver & Jewelry

April 2024 - December 2024, Bayamón, PR

- Supported daily store operations including inventory organization, merchandising, and store presentation.
- Contributed to consistent achievement of monthly store sales targets through upselling and cross selling strategies.
- Maintained accurate cash handling and POS transactions with near zero discrepancies.

EDUCATION

Master's Program: Digital Marketing, E-commerce & Artificial Intelligence

OBS Business School, in collaboration with Universitat de Barcelona • 2027

Bachelor of Business Administration in Management

Universidad de Puerto Rico – Bayamón • 2025

- **Society for Human Resources Management (SHRM):** Public Relations – content creation and event promotion.

CERTIFICATION

Google Project Management Professional Certificate

Coursera | Google • 2026 Credential ID JKH5UNMXB9PC

- **Coursework:** Foundations, Initiation, Planning, Execution, and Agile Project Management.

SKILLS

CRM & Project Tools: Hubspot CRM, Odoo CRM, Monday.com

Core Skills: Client Onboarding, Account Coordination, Brief Development, Stakeholder Communication, Reporting & Documentation.

Software: Microsoft Office, Google Workspace, ChatGPT, Microsoft Copilot, Canva, CapCut.

Languages: Spanish & English.