



COMMS & MKT SPECIALIST

Dayanne Rodea

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I relocated to Sweden 1 year ago and am studying **User Experience Design** at Hyper Island in Karlskrona. I'll be finishing this December. With a strong communication, advertising, and marketing background, I'm eager for a new challenge in this environment.

I've **specialized in 360° communication strategies** such as **mass communication, digital advertising, BTL, shopper marketing, and social media management**, working with **global brands** like Coca-Cola or Kellogg's. I've also served as an **account director for the entire portfolio of Hasbro Mexico**, leading collaborative efforts across various partners and directing agency operations.

My strengths include project management, team leadership, developing comprehensive marketing strategies, improving agency-client relationships, and crisis management. **I'm a firm believer in teamwork and effective communication.**

WORK EXPERIENCES

01

SKILLS & EXPERTISE

02

2023

FREELANCE SENIOR ACCOUNT MANAGER

Anonimo Agency, Figallo Agency

- I have worked for different agencies such as Anónimo managing the entire Nestlé Ice Cream portfolio, or for Figallo helping them with business strategies and new businesses.

2022

SENIOR ACCOUNT DIRECTOR

Hogarth Mexico // www.hogarth.com

- Clients:
 - Coca-Cola

2019 - 2022

GROUP ACCOUNT DIRECTOR

Morfina Agency // www.morfina.mx

- Clients:
 - Coca-Cola, Syngenta
 - Fundación Rafael Dondé (auction shop)

2018 - 2019

GROUP ACCOUNT DIRECTOR

Catorce Días // www.catorcedias.com

- Clients:
 - Camel, Winston, Hasbro, New Era, Trident, Tang, Electrolux, etc.

- Account management
- Brand Strategy Development
- 360° MKT strategies: ATL, BTL, PR, Shopper Mkt, Digital, Social Media.
- Team leadership
- Communication skills with AAA clients and multidisciplinary teams and agencies.
- Problem solving
- Strong skills of negotiation
- Data Analysis
- Industry knowledge
- Audiovisual production
- Pitching
- Resource maximization
- Strategic planning

WORK EXPERIENCES

01

2014 - 2018

ACCOUNT DIRECTOR

Anonimo Agency // www.anonimo.mx

- Clients:
 - Hasbro (All portfolio)
 - Telcel, L'oreal, 7eleven, Heinz, Clorets, Bubbalo, Oreo, etc.

2012 - 2014

ACCOUNT SUPERVISOR

Anonimo Agency // www.anonimo.mx

- Clients:
 - Powerade, Coca-Cola, Tequila Cuervo Tradicional, Tec de Monterrey (university in Mexico)

2011

ACCOUNT EXECUTIVE

Cheil Worldwide // www.cheil.com/mx

- Clients:
 - Samsung
 - Jessica Cosmetics

2010 - 2011

GLOBAL ACCOUNT EXECUTIVE

Leo Burnett Mexico // www.leoburnett.com

- Clients:
 - Kellogg's: Special K, All Bran, Extra.

2010 - 2011

ACCOUNT EXECUTIVE

DDB Mexico // www.ddbmexico.com

- Clients:
 - Mc Donald's

EDUCATION

05

- **UX Design**
2023 - 2024
Hyper Island Karlskrona, Sweden
- **Miami Ad School Mexico**
2014
Strategic Planning
- **Centro Universitario de Mercadotecnia y Publicidad (Mexico)**
2012 - 2014
Master's degree in Artistic Illustration and Graphic Design
- **Centro Universitario de Mercadotecnia y Publicidad (Mexico)**
2005 - 2009
Degree in Advertising



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PEOPLE I'VE WORKED WITH, SAY...



Lucia Mendoza 🇷🇺 🇵🇷 · 1er

Head of Innovation & Design at Dentsu Creative MX | Cannes Lions 2023 Innovation Jury Member | Ex Twitter | Ex Publicis

Lucia worked with Dayanne in the same team. Dayanne is an excellent senior partner in any leadership team. She has a great ability to work with high-level clients. She has a strategic understanding not only of the business but also of creativity across different touchpoints, both online and offline. The projects we collaborated on highlighted the clarity with which action plans were defined for the growth of both the agency's business and the client's. She is an excellent asset within the team because she also possesses charismatic and collaborative leadership.



Isaac Bolaños Albert · 1er

Director Creativo Digital en Commonwealth/McCann

Isaac worked with Dayanne in the same team. I've been really fortunate to have been working directly with Dayanne the last 3 years and I can attest her extreme dedication to provide top notch strategic solutions to her clients while maintaining a strong attention to detail to every project she oversees.

She is a great team leader who deals effortlessly and efficiently with the ups and downs that are sure to happen in every project. She's not afraid to try, test and validate new ideas and processes that could improve her work.

And the best of all is that she's a fun and delightful person to work with, I'm sure that any organization that has her in their ranks will quickly see the value she adds.



Roberto Porter · 1er

Marketing, PR and Digital Media Director

Roberto was client of Dayanne

Dayanne has been our main contact for our community management strategy in Syngenta Mexico since April 2020. The agro industry is slowly getting its feet in the digital world and Miss Rodea was instrumental in balancing our content strategy and a contributing factor to our sustainable growth during the year (73% on Facebook). She's a good listener that adapts well to challenges placed on her shoulders and a natural leader in her team.



Gabriel Peña Sáiz · 1er

Co-Founder / Managing Partner

Gabriel directly supervised Dayanne

When it's time to talk about leadership, knowledge and experience within the area of Client Service, I must necessarily speak of Dayanne Rodea. Her strategic vision of the business as well as her warm, honest and clear personality make her a key part of any work team. After having collaborated with her in two different agencies, I witnessed her great adaptability and, above all, her rapid evolution and constant growth. Without a doubt, Dayanne is the person you should have on your team to achieve shared successes with clients.