

maruremy

Marketing, Content & Design Professional

LinkedIn: linkedin.com/in/maruremy | Portfolio: maruremy.com | maruremydesign@gmail.com
Weston, FL | Bilingual: Spanish (Native) | English (Fluent)

Bilingual (Spanish/English) marketing and creative professional with 20+ years of experience taking brand campaigns, digital projects and content from strategy to delivery, including six years at Cartoon Network Latin America.

Strong in marketing planning and project management: defining goals and messaging, coordinating cross-functional teams, vendors and freelancers, managing timelines and keeping multi-market projects on track. Combines a strong design eye with hands-on social media, campaign and community management.
Founder of a custom cake design business that served Hollywood film and TV productions in Atlanta for seven years.

Relevant experience

Content and Communications Coordinator
Cypress Bay High School PTSA | Volunteer | 2025 - Present
@ptsacypressbay

Manage all PTSA social media channels, creating content that drives community engagement and event participation.
Lead communications through newsletters, flyers and digital updates for the school community.
Partner with board members to promote events, initiatives and fundraising campaigns.

Founder & Cake Designer
Maru Remy Cakes | Atlanta, GA | 2013 – 2020
@maruremycakes

Designed custom cakes for film and TV productions in Atlanta, including ABC, Marvel and Stranger Things.
Turned characters and brands into one-of-a-kind designs, on tight studio deadlines.
Ran the business end to end: clients, production, branding and Instagram

Cartoon Network Latin America – Turner Broadcasting
Marketing Coordinator & Brand Assistant | 2006 – 2009

Planned and managed regional marketing campaigns and digital projects for CN and Boomerang across Latin America, from brief to launch.
Coordinated cross-department teams, agencies and vendors to deliver events, promotions and brand initiatives on time.
Designed event materials, brand style guides, branded content and merchandising, keeping the brand consistent across markets.

Cartoon Network Latin America – Turner Broadcasting
Digital Senior Designer | 2003 – 2006

Designed, developed and maintained Cartoon Network and Boomerang websites across Latin America.
Directed content, promotions and creative campaigns for regional markets.
Coordinated vendors and freelancers for digital projects.

Education

Master's Degree, Integrated Marketing Communications | Universidad de Belgrano
Bachelor's Degree, Graphic Design | University of Buenos Aires (UBA)
Health Coach Training Program | Institute for Integrative Nutrition (IIN)

Core Skills

Social Media Strategy & Content Creation
Digital Campaigns & Newsletters
Brand Identity & Graphic Design
Web Design
Event & Promotion Coordination
Vendor & Freelancer Management
Bilingual Copywriting (Spanish/English)
Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Canva · AI tools