



Jaritza Correa

Nationality: Dutch

Birth Date: August, 8th 1981- Aruba.

Career: Entrepreneur & Marketer

Personal Values: Entrepreneurial spirit, Creativity, Knowledge, Trust & Family.

PERSONAL PROFILE

Her career started as a teacher of marketing plan, ROC Nederland after completing her studies at Fontys Hogescholen and evolved as a part-time educator. Experienced Marketer with a demonstrated history of working through marketing agencies for renowned brands in telecommunication, hospitality, financial, water and energy production and food & beverage industry or as an executive level professional for the retail and airline industry in Aruba and Curacao. Skilled in Marketing, Communication/PR & Business Coach. Previously, Founder of BoldBizz: The online Video and Blog for Startups.

CORE CAPABILITIES

Marketing: Eleven years of marketing experience in position as consultant, executive level, account management & facilitator. Accounts across variety of services include: telecommunication, water & energy production, financial, F&B, hospitality, retail sector and airline industry.

Strategic ability: Tactical and capable to manage multiple projects and execute strategies which align with corporate/organization objective, time and budget.

Leadership ability: Integrity, ability to delegate, communication and presentation skills, multi-tasker, problem solver, collaborative, learning agility, work under pressure, courage and innovation driven.

STUDIES

Bachelor – Marketing Management

Fontys Hogeschool te Eindhoven. *Accomplished*

Propedeuse- Management, Economie & Recht
Fontys Hogeschool te Eindhoven. *Accomplished*

MBO- Commerciële Dienstverlening
Middelbaar Administratief Onderwijs te Aruba. *Accomplished*

CERTIFICATION

John C. Maxwell Certification Program – Certified Coach, Trainer and Speaker - 2019

Qredits Microfinanciering – Certified Coach - 2018

Wedding & Event Design with focus on strategic and tactical skills in today's fast-changing event industry – Event Leadership Institute – 2014.

Outthink the competition - Kaihan Krippendorff - 2012.

Strategic move to innovate your business, surprise the market and outperform the competition.

Papia Efectivo den Prensa – Bob Harms - 2010.

PROFESSIONAL CAREER

Founder – Bold-Bizz Business Consultancy & Communications – March 2017- present
Marketing & PR Officer- Kooyman Aruba, June 2019 – present

Part-time Instructor – EPE: Marketing & Business plan, April 2013 – June 2020.

Senior Corporate Communications & Marketing – InselAir International BV, July 2016 - November 2016 in Willemstad, Curacao

Marketing & PR Officer- Kooyman Aruba, October 2014 – July 2016 in Aruba

Account Manager – NOW! Strategy & Design, Advertising agency, 2012 – October 2014

Assistant Marketing Director - Corporation Palm Beach VBA. Condominium Project Development Aruba, and PALMARUBA Condos, 2011- July 2012 in Aruba.

Public Relation & Marketing Account Executive - Tera Group N.V, Advertising, Public Relations & Events agency, 2010 - February 2011 in Aruba.

INTERSHIPS

Bachelor degree internship: Aruba Tourism Authority



- Timeshare research for management team of timeshare units and condominium of the Ministry of Tourism & Transportation;
- Support in organizing events: Aruba Meets Europe (AME), Conferencia Annual de Turismo Aruba (CATA), Aruba Reef Care project and Soul Beach Music Festival;
- Support marketing department with daily tasks.

MBO internship: Aruba Broadcasting Company (ATV)



- Support Sales & Marketing department with daily tasks

DESCRIPTION PROFESSIONAL CAREER



Marketing & PR Officer, Kooyman Aruba

The Marketing & PR Officer forms part of the marketing team in Curacao who gives local meaning and has overall responsibility for all marketing activities of Kooyman Aruba. This includes translating actions and campaigns within the store; in-store promotion and presentation, product information and price communication. Conceptualize, develop and organize local activities and events. Perform local PR activities and maintain Social Media. Research: collect, analyze and report on business market information regarding sales, competition and customer information. Sponsorship: advice on sponsorship requests within Kooyman's corporate criteria for Aruba.

For more information: www.kooymanbv.com

Senior Corporate Communications & Marketing in Curacao



Responsible for the co-development and execution of yearly plans, objectives of the Corporate Communications, Marketing team and assist the Communications & Marketing Manager with operational activities for 26 destinations:

- Assists the Corporate Communications & Marketing Manager with the development of the team plans, calendars and budgets and reports including matters concerning (international) branding and communications;
- Assists with the implementation of long and short term communications plans and strategies and with other operational communications matters;
- Ensures and monitors the execution of the year plan, projects of the team;
- Plans, coordinates and prioritizes the (daily) work(flow);
- Drafts plans to market InselAir's Loyaly program
- Makes suggestions and plans to improve the Insel StarMiles product, services and communications with members;
- Works together, coordinates, delegates and monitors specific tasks to various team members and oversees the overall execution;
- Initiates, manages and coordinates Communications and marketing campaigns, projects and events, on time and within budget;
- Manages and coordinates commercial projects;
- Assist in creating and executing the InselAir Communications & Marketing strategy;
- Ensures the planning, coordination and execution of the yearly communications & marketing plan, projects and campaigns;

Part-time Instructor, EPE & Initiative for Development of Aruba Enterprises (IDEA).
Enseñansa pa Empleo (EPE) contributes to the formation of **professional development** with different adult courses for public and private sector, to have a strong and healthy labor market. **Initiative for Development of Aruba Enterprises (IDEA)** contributes to the formation of **sustainable development** in the business sector, increase productivity and efficiency.

- Responsible for the content of courses & exam;
- Guide students individually and/or in groups to develop skills and execute projects that are part of their curriculum to acquire their certification.

For more information: www.epearuba.com & www.idea-aruba.com



Account Manager, NOW! Strategy & Design



- Manage Advertising, PR & Events of clients;
- Manage the creative process from A to Z;
- Advice clients on marketing and communication;
- Think in concepts, strategies with full of creative ideas;
- Translate clients' needs into a clear briefing & creation;
- Build and maintain long term client relationship;
- Fully understand the client's business and maintain current in industry knowledge;
- Monitor the competitive environment;

Clients: *WEB Aruba, Arubabank, Flora, Renaissance Aruba Resort & Casino & Super Food*

Assistant Sales & Marketing Director, Corporation Palm Beach VBA.



- Manage & coordinate all Marketing, Event, Advertising and promotional staff and activities.
- Conduct market research to determine market requirements for existing and future products.
- Analysis of customer research, current market conditions and competitor information.
- Develop and implement feasibility study, marketing plan, media plans and projects for new and existing products in order to generate qualified leads.
- Manage the productivity of the Marketing plan, Marketing Budget and Projects.
- Make, monitor, review and report on all Marketing activity and results.
- Deliver Marketing activity within agreed Budget.
- Liaison with Media & Social Media Attention.
- Support and Training of the Sales Associates, Brokers and Marketing agents.
- Overall responsible for Events, Freelancer Agents, Referrals, Web Development, Media & Advertising.
- Assist the Managing Director which is also the Sales & Marketing Director on any task requested by him in the spectrum of his Operational responsibilities.

Public Relations & Marketing Account Executive Tera Group N.V



The PR & Marketing Account Executive at Tera Group N.V. is responsible for managing clients, Media planning product, Events and Press releases. Prepare and present and execute Media plans, events, proposals and analyses.

Clients: *Digicel Aruba, Subway Aruba, Minister of Economic Affairs, Social Affairs & Culture; Minister of Health, Welfare & Sports.*

OTHER SKILLS

Language:

Papiamento: Native proficiency
Dutch: Professional working proficiency
English: Professional working proficiency
Spanish: Bilingual proficiency

Computer knowledge: MS Office, MS Windows, MS Works & MS Excel.

Marketing software: Prezi, Canva, Mail chimp, Hoot suite, Asana, Obi4wan

Hobbies fitness, travel, strive for a more creative and entrepreneurial conscious, economic & sustainable development impact.

Volunteer: Board Member – SV Bubali – Soccer Club Noord



Qredits Coach – Business Coach



Other: Driven License B – own transportation