

Esthefany (Teffa) González

MARKETING & COMMUNICATIONS MANAGER

Mississauga, ON | teffa@teffagonzalez.com | 647-806-3502

[LinkedIn](#) | [Website](#)

PROFESSIONAL SUMMARY

Strategic and data-driven **Marketing & Communications Manager** with **11+ years of experience** in **digital marketing, influencer marketing, content strategy, and PR** across **Canada & LATAM**.

- **Led high-impact PR & influencer campaigns** for **Adidas, Reebok, Free Fire, Montelobos & Ben & Frank**, securing Tier 1 media placements.
- **Executed digital & content strategies** for **Humber College, Pape Village & retail/finance brands in Canada**, achieving **+5,485% reach growth**.
- **Built & scaled a PR agency**, evolving into a **fully digital firm**, integrating **VR, AR & metaverse marketing**.
- **Managed teams of up to 11 professionals**, overseeing **multi-platform marketing, paid media & brand storytelling**.

PROFESSIONAL EXPERIENCE

Marketing Manager

Kandy Media | Toronto, Canada | 2024 – Present

- Developed and executed **social media & content strategies** for @PapeVillageBIA, @KingswayBIA, @CuteCraftsWorld, @FootlooseDancewear, and Monica Weissmann Financial Advisor across **Instagram, TikTok, Facebook, LinkedIn, and Pinterest**.
- **Increased reach** by 217.7% for Pape Village BIA (46.9K unique accounts in under a year) and achieved 101,881 **video views** in 90 days for Kingsway BIA, boosting profile conversions by 31.9%.
- Grew Cute Crafts World's community by 100%, launched TikTok & Pinterest, and optimized non-follower engagement for Footloose Dancewear.
- **Managed Meta & TikTok Ads campaigns**, integrating paid and organic strategies to maximize brand impact while producing promotional content for **Taste of Lawrence, Taste of Kingsway, and Taste of Cooksville**.
- Coordinated **100+ volunteers** for large-scale community event, handling logistics and execution.

Social Media & Content Marketing Specialist

Humber College | Toronto, Canada | 2023 – 2024

- Developed content strategy for @humberhispanoamerica, driving a **+5,485% increase in reach** and creating the **#1 most viral post** on the account.
- Implemented **Google Ads & Meta Ads** strategies, boosting social media followers by **20%**.
- Launched **lead-generation email sequences** with integrated webinars and digital outreach.
- Assisted in **event marketing & student recruitment campaigns**, enhancing engagement and brand visibility.

Public Relations & Influencer Marketing Director

T.Huxley PR & TEGOO.MX | Mexico City, Mexico | 2014 - 2023

- **Led PR & influencer campaigns for Adidas, Reebok, Free Fire, Ben & Frank & Montelobos**, driving measurable brand growth.
- **Managed Reebok's PR strategy (5 years)**, shaping **sneaker culture guidelines for LATAM**.
- **Positioned Ben & Frank as a fashion-forward brand**, securing **Tier 1 media** & launching its **first influencer campaign & collaboration**, a strategy still in use today.
- **Executed Reebok x Jurassic World activation**, creating an **Escape Park with VR & AR**, generating **50K+ leads & 45% sell-through in week 1**.
- **Led Montelobos' key brand activation**, contributing to its **acquisition by Campari**.
- **Launched Bombavista on TikTok**, activating **30+ influencers**, securing **130+ organic media mentions**, tripling sales & doubling followers in 4 months.
- **Developed PR & influencer strategies for gastronomy brands**, collaborating with **40+ restaurants** (Maison Kayser, Wine & Food Festival).
- **Designed an Adidas hybrid campaign**, launching an **online competition with 11.2K players** & adding **549 new consumers**.
- **Reduced operational costs by 90%** during the pandemic, shifting the agency to **VR, AR & metaverse experiences**.
- **Led Free Fire's AR activation across 4 countries**, cutting **campaign costs by 50%**.

Public Relations Manager

Another.Co | Mexico City, Mexico | 2010 – 2014

- Managed PR & media relations for **Calvin Klein, Victoria's Secret**, and other luxury brands, adapting **global PR strategies to Latin America**.
- Expanded the **agency's fashion & lifestyle portfolio by 40%**, strengthening its positioning in the luxury sector.

KEY PROJECTS & IMPACT

Humber College: Increased @HumberHispanoamerica engagement **+116%** through short-form video and community-driven campaigns.

Reebok LATAM: Developed **sneaker culture PR strategy**, shaping Reebok's first **LATAM fashion guidelines**.

Adidas: Designed an **online gaming challenge**, engaging **11,200+ players** and adding **549 new leads**.

Free Fire: Led an **AR activation across 4 countries**, cutting campaign costs by **50%** and boosting in-game engagement.

Teffa Viajera: Gained **100K+ TikTok followers in 1 week**, leveraging **data-driven content & trend analysis**. Built a **250K+ community** through short-form storytelling.

EDUCATION & CERTIFICATIONS

Business Marketing | Humber College | Toronto, Canada | 2024 Dean's Honor List, 2023

Bachelor's in Communications | Centro Universitario de Comunicación | Mexico City, Mexico | 2010

Evaluated by WES, equivalent to a Canadian Bachelor's degree in Communications

SEO Certification | HubSpot Academy | 2024

Social Media Marketing | HubSpot Academy | 2024

Google Ads Display | Google Skillshop | 2024

Influencer Marketing Strategy | Rutgers University-Coursera | 2023

Inbound Marketing | HubSpot Academy | 2024

Public Relations Certification | Public Relations Council (USA) | 2021

TOOLS & SOFTWARE

Social Media & Ads: Hootsuite, Planable, Meta Business Suite, TikTok Ads, Google Ads Email & CRM: Mailchimp, HubSpot, Project Management: Trello, Monday.com. Design & Content Creation: Canva, Adobe Premiere, CapCut eCommerce & Web: Shopify, Wix, Squarespace