

Claudia Chez Abreu

www.claudiachez.com

Socorro Sánchez 267, Gazcue • Santo Domingo, D.N., Dominican Republic
email: claudia@cuatrocc.com • phone: 809.221.0765 • mobile: 809.703.4325 • fax: 809.476.7074



Work Experience

CEO - Claudia Chez Communication Consulting (4cc)

2004 - Present

Consulting for private, public & NGO institutions on Corporate Communications, Advertising and Internet projects, as well as the implementation of advertising campaigns, internet sites and digital social media strategies. Tasks includes from design, printing & production to the overall coordination of the human resources.

Strategy Manager – National Judiciary School

2004

Responsible for the follow up of the institution Balanced Scorecard; helped each department with the development of goals and metrics; developed specific strategy plans and supported the overall planning strategy of the institution.

Communication Director – National Judiciary School

2002 – 2004

Develop the institution communications & branding strategy; coordinate the production of graphic materials and publications; coordinate the implementation of the institutional website, as well as periodic updates; management of media relations.

Art Director – Leo Burnett Dominican Republic

2000 – 2001

Art direction and graphic design of advertising campaigns and promotional materials; art direction and supervision of photography productions; and output supervision before materials going to final production and printing.

Art Director – Logroño & Thompson

1998 – 2000

Art direction and graphic design of advertising campaigns and promotional materials; art direction and supervision of photography productions; and output supervision before materials going to final production and printing.

Advertising & Public Relations Coordinator - Expo Rock '97

1997

Advertising campaign supervision for print, radio and promotional materials of the biggest national rock concert organized as of 1997. Also worked managing media relations for the event.

Education

Certificate in e-Government Strategies

2005

Inter-American Agency for Cooperation and Development (IACD/OEA)

Master in Business Communications & Digital Technologies

2001-2002

Institut de Educació Contínua (IDEC), Universitat Pompeu Fabra, Barcelona, Spain



Certificate in Strategic Negotiation **2002**

Institut de Educació Contínua (IDEC), Universitat Pompeu Fabra, Barcelona, Spain

Bachelor in Advertising Communication **1996-2000**

Iberoamerican University (UNIBE). Graduated with 3.8 GPA & Honors Summa Cum Laude.

Teaching Experience

Certificate in Public Relations Marketing **2008**

Intelecta, Dominican Republic.

“Advertising and Graphic Design” & “New Technologies” **2006**

Pontificia Universidad Católica Madre y Maestra (PUCMM), Dominican Republic.

Courses and Seminars

“Institutions & Development” & “Citizen Participation” **2004**

Modules as part of the “Building Institutions for Development” Program, Barna Escuela de Alta Dirección, Dominican Republic

“Internet Corporate Strategies” Training **2003**

Universitat Oberta de Catalunya (UOC) - Barcelona, Spain

Training on “e-Learning virtual communities management” Training **2002**

Universitat Oberta de Catalunya (UOC) - Barcelona, Spain

Barcelona International Marketing Meeting (BIMM 2002) **2002**

Barcelona Marketing Club - Barcelona, Spain

Catalunya Advertising Week [DRAG 2001] **2002**

Barcelona Marketing Club - Barcelona, Spain