



SIRI MARTÍNEZ SOLANO

IMAGE CONSULTANT,
CERTIFIED INSTRUCTOR
AND BUSINESS COACH

PROFILE

I am passionate to bring professional and human enhancing experiences for my clients through the creative construction of public image, on-pointe communication and smart marketing.

CONTACT

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 /sirimsol

EDUCATION

Colegio de Consultores en Imagen Pública

MASTERS IN PUBLIC IMAGE ENGINEERING
AND CONSULTING
2008

Tecnológico de Monterrey

BACHELOR IN COMMUNICATION
SCIENCES
2001

AREAS OF EXPERIENCE

- Teaching and training for highschool, college and corporate levels
- Course planning, design and lecturing for professional training
- Personal and corporate public image consulting
- Coaching for entrepreneurship projects
- Event design, planning and coordination
- Public Image, Marketing and Communication plans creation and coordination

CERTIFICATIONS

MEMBER OF THE ASSOCIATION OF IMAGE CONSULTANTS
INTERNATIONAL (2021)

- Adobe Certified Professional in Photoshop Design (2021)
- Design Thinking Professional Certificate (2021)
- Remote Work and Virtual Collaboration Professional Certificate (2021)
- Human Capital Formation Course Lecturing Certification CONOCER EC017 (2021)
- Human Capital Formation Course Design Certification CONOCER EC0301 (2021)
- Interior Design Certification (2021)
- Hubspot Inbound Marketing Certified (2021)
- Digital Marketing Fundamentals Google/iab (2017)

RECENT PROFESSIONAL EXPERIENCE

Professor / Mentor

ITESM CAMPUS CIUDAD DE MÉXICO
2002-2021

- Lecturer in Bilingual, Bicultural, International and Interdisciplinary Academic Programs, High School Division
- Professor in courses and Diplomas in English and Spanish in the Business Division (College)
- Coordinator and course designer, mentor of students abroad
- Instructor for the Leadership Diploma in the Student Leadership Department
- Professor in more than 15 courses in all academic programs

Instructor / Consultant / Coach

BUSINESS COACHING ONLINE
2017-2021

- Professional Growth, Public Image, Communication and Marketing courses creator and designer
- Trainer for companies such as Packsys, Onkyo, Fender and Rocher Ingeniería
- Personal and professional coach and consultant

Lecturer / Supervisor

ESCUELA BANCARIA Y COMERCIAL
2013-2016

- Professor in four courses of the Communication and Entertainment Business Administration Bachelor Degree (LANCE)
- Lecturer and Supervisor in the Business English Department, for all Bachelor programs

Instructional Designer

INSTITUTO NACIONAL DE LA INFRAESTRUCTURA FÍSICA EDUCATIVA
2012

- Digital designer for eight training and actualization courses in INIFED
- Moodle platform setup
- Web setup and visual design for all courses
- Creation of audiovisual material

LANGUAGES

ADVANCED BUSINESS ENGLISH

- TOEFL Score 653
- TOEIC Score 950

BASIC LEVEL JAPANESE

Additional Experience

- Researcher and interviewer for the entrepreneurship outreach project Kaban Collectus
- Public Relations specialist for American Chamber of Commerce, Ernst & Young and Apple
- Business Advisor and lecturer in Instituto de Estudios Superiores en Periodismo Deportivo José Ramón Fernández (Bachelor in Sports Journalism)

SOFTWARE

Microsoft 365 2021

Adobe Creative Cloud 2020

AUDACITY 3.1.0



CERTIFIED
PROFESSIONAL



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ASSOCIATION OF
IMAGE CONSULTANTS
INTERNATIONAL
MEMBER