

CAMILA A. VAZQUEZ

New York, NY | camila.alejandravaz@gmail.com | (347)-582-3663 | [LinkedIn](#) | [Portfolio](#)

EDUCATION

New York University, Leonard N. Stern School of Business

Expected May 2026

B.S. in Business; Concentrations in Marketing and Computing & Data Science

- **Activities:** Higher Education Opportunity Program (HEOP) Scholar, Hispanic Scholarship Fund Scholar, BASTA Fellowship, NYU in Madrid, NYU Stern's IBEX Program in Yonsei University
- **Relevant Coursework:** Information Technology, Consumer Behavior, Brand Strategy & Planning, Databases for Business Analytics

IBM | Accelerate Program - Marketing & Communications Track

May 2024 – Jul. 2024

- Selected as top 5% out of 10,000+ applicants to participate in an 8-week, live-instruction, remote learning program where participants are immersed in interactive trainings to develop both technical and foundational skills in Marketing and Communications.
- Collaborated with 8 interns to develop a holistic marketing campaign for Watson X Governance, a software automation tool by IBM, leveraging product, social, and digital marketing tactics to increase brand awareness by 20%.
- Developed an influencer marketing strategy to enhance product credibility, aligning potential influencers with the brand.

PROFESSIONAL EXPERIENCE

Google | Associate Product Marketing Manager (APMM) Intern, Ads Marketing

Jun. 2025 – Sep. 2025

- Selected as one of 31 interns from a global applicant pool of over 10,000 for Google's highly competitive APMM Internship Program.
- Delivered B2B marketing recommendations to Google's director-level leadership, shaping a new go-to-market strategy that addressed competitive gaps and is projected to drive \$26B in additional SMB ad spend.
- Driving strategic foresight and campaign development by collaborating with cross-functional and regional APAC teams, crafted a competitive audit and marketing brief to inform the creation of a templated email framework for 2026 campaigns.
- Led foundational research for the "Ads Restart" initiative, designing a key reference presentation for leadership to unblock 'cold start' customers by addressing critical issues such as billing failures and policy violations.
- Provided critical Gen Z consumer insights on products like Google Shopping and lent expertise to Gemini-focused campaigns, helping to ensure the product experience and marketing resonate with key audiences.

NYU Stern Undergraduate College Communications Team | Digital Marketing and Analytics Intern

Sep. 2024 – Present

- Designing and producing campaign assets (email banners, infographics, and digital slides), driving a 15% increase in campaign click-through rates year-over-year (YoY).
- Managing the end-to-end production of The Stern Weekly newsletter, growing open rates by 25% by leveraging data-driven content and optimized formatting.

America Reads*America Counts | Intern

Aug. 2023 – Present

- Tailoring education to meet the unique needs of each student in a Pre-K and fourth-grade classroom, ensuring a deeper understanding of fundamental concepts, while tracking progress and adjusting teaching strategies weekly for continuous improvement.
- Supporting the literacy development of 25 students, leading to a 10% improvement in reading and writing skills, as measured by end-of-quarter assessments.

Skai | Intern

Jun. 2024 – Aug. 2024

- Conducted a comprehensive SWOT analysis of Skai and key competitor, Smart.ly, informing a strategic positioning brief that highlighted Skai's value proposition as a true partner to publishers.
- Developed a comprehensive best practices guide for Criteo and a marketing brief for Skai Certification Month to improve client workflows, knowledge, and user adoption.
- Partnered with education and enablement teams to analyze user requests and create targeted content, enhancing user retention.

Mental Health Action Project (M.H.A.P.) | Social Media Coordinator

Sep. 2020 – Aug. 2022

- Spearheaded social media strategy and content creation, designing and publishing compelling visual assets with Canva and Adobe Photoshop to engage underserved communities on mental health awareness.
- Translated social media content into Spanish, expanding outreach and driving a 15% increase in engagement within three months.

LEADERSHIP EXPERIENCE

NYU Stern International Business Exchange (IBEX) | President, Mentor

Sep. 2024 – Present

- Coordinating all IBEX core operations, serving as the primary liaison between the Executive Board and administration to manage and execute over 10 major events per semester, including orientation, info sessions, and promotional "Cookie Chats."
- Shaping the IBEX agenda, providing a culturally immersive study abroad experience for 50+ exchange students. Coordinated a team of 10+ ambassadors and collaborated with Executive Board members to streamline event planning and promotional efforts.

Undergraduate Stern Women in Business | Study Abroad & Social Content Co-Director, Mentor

Jan. 2024 – Present

- Directing content and social media strategy, driving community participation and membership growth. Partnered with the Executive Board to design and execute academic and professional mentorship for NYU members.
- Oversaw a team of six liaisons, directing social media takeovers and blog content for study abroad experiences that increased follower engagement by 7% and account reach by 20%.

SKILLS & RELEVANT COURSEWORK

Skills: Spanish (Fluent), Content Strategy and Development, Canva, Education/Teaching, Graphic Design, HTML, Marketing, Mentorship, Microsoft Office Suite, Public Speaking, Python, SQL, Strategic & Creative Mindset, Strong Verbal & Written Communication

Interests: Beauty & Skincare, Cinema, Live Music, Emerging Tech & Generative AI, Global Travel, Strength Training & Fitness