

Brenda Jakeline Molina Fabián

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BRAND EXPERIENCE | CUSTOMER JOURNEY | MARKETING STRATEGY | EXPERIENCE DESIGN

Marketing and Brand Experience professional with 12+ years of experience designing customer-centered experiences, strategic marketing initiatives, and international programs across Latin America, North America, Europe, and Asia.

Specialized in transforming brand strategy into memorable customer experiences through storytelling, cross-functional leadership, and operational excellence. Experienced managing multi-country projects, collaborating with executive stakeholders, and delivering initiatives that strengthen brand consistency, customer engagement, and business performance.

Passionate about hospitality, travel, innovation, and creating meaningful experiences that elevate how people connect with brands.

PROFESSIONAL EXPERIENCE

MARKETING SPECIALIST | EVENT & BRAND EXPERIENCE MANAGER | MAPFRE | 2025 – 2026

- Led the planning and execution of customer and executive brand experiences aligned with corporate marketing and business objectives.
- Supported the implementation of Mapfre Mexico's brand repositioning through sponsorship activations and branded customer experiences.
- Ensured brand consistency across all physical touchpoints, event environments, communications, and customer interactions.
- Managed cross-functional collaboration among Marketing, Commercial, Procurement, Legal, Facilities, and external agencies.
- Oversaw budgets, timelines, vendor management, procurement, and quality assurance.
- Introduced AI-powered workflows to improve planning efficiency, content creation, and project execution.

COMMUNICATIONS & EXECUTIVE EXPERIENCES COORDINATOR | NEW YORK LIFE | 2022 – 2025

- Designed internal communications, executive events, leadership forums, and engagement programs supporting commercial strategy and organizational alignment.
- Developed creative concepts, storytelling strategies, keynote content, scripts, presentations, and communication materials for senior leaders and commercial audiences.
- Created **Visión Proactiva**, a flagship leadership forum attended by more than 2,000 participants.
- Led a nationwide cinematic communication campaign implemented across 24 cities, reaching more than 9,000 employees and advisors.
- Managed agencies, production teams, vendors, and internal stakeholders across the United States, Latin America, Europe, and Asia.
- Directed strategic projects with budgets of up to USD \$4 million.
- Served as Acting Events Manager for nine months, leading planning, operations, stakeholder coordination, and executive-level project delivery.

EDITORIAL CONTRIBUTOR | TIMEOUT MEXICO | 2018 - 2024

- Wrote editorial content covering travel, arts, culture, theatre, and entertainment.

- Produced reviews, interviews, and feature stories focused on audience engagement and cultural experiences.
- Collaborated with editors to deliver high-quality content under tight editorial deadlines.

EXECUTIVE PRODUCER | STORYTELLING & CONTENT STRATEGIST | FREELANCE | 2012 - 2024

- Produced documentaries, television programs, branded content, and institutional communication projects from concept to completion.
- Developed storytelling strategies, scripts, executive presentations, and communication materials for diverse audiences.
- Managed multidisciplinary teams, production schedules, budgets, and stakeholder relationships throughout the project lifecycle.
- Collaborated directly with clients to transform business objectives into compelling narratives and engaging content.

Selected Clients: History Channel, A&E, Discovery Home & Health, Canal 14, Government of Mexico

Selected Projects & Recognition:

- **FONCA Young Creators Fellow (2019):** Selected nationally by Mexico's National Endowment for Culture and the Arts (FONCA) to develop an original creative project as part of its prestigious Young Creators Program.
- **México Negro:** Writer and Executive Producer of a documentary series awarded funding by SPR and recipient of the TAL 2020 **Collective Identities Award**.
- **Bastidores:** Production Coordinator for a transmedia project integrating a documentary film, published book, and national contemporary art exhibition.
- **Versus:** Production and development of a documentary series supported by FOPROCINE, Los Cabos International Film Festival, and DocMontevideo.

EDUCATION

Master's Degree in Communication, Events & Public Relations (In Progress)

ESDEN Business School, Madrid, Spain

MFA Acting for Film

New York Film Academy, Los Ángeles, California

Bachelor's Degree in Dramatic Literature & Theatre

Universidad Nacional Autónoma de México (UNAM)

LANGUAGES

- Spanish | Native
- English | C2
- French | B1

CERTIFICATIONS

- LVMH Certificate – Luxury Brand Management & Customer Experience
- Story Seminar – Robert McKee
- Business Plan Design & Development - RULE

CORE COMPETENCIES

Executive Brand Experience > Customer Journey Guest Experience > Experience Design > Brand Activation > Marketing Strategy > Storytelling > Brand Standards > Cross-functional Leadership > Stakeholder Management > Vendor Management > Project Management > Budget Management > Customer Engagement > Innovation > AI Productivity Tools