

Mauricio Scott

Brand Strategy | Internal & External Communications | Content Marketing

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PROFESSIONAL SUMMARY

Communications professional with experience in brand positioning, content strategy, and corporate change management across global, agency, and startup environments. Known for translating complex organizational goals into clear narratives, scalable content systems, and measurable engagement outcomes. Native fluency in English and Spanish.

EXPERIENCE

- El Venado Collective** **January 2026 — Present**
Co-Founder & Strategy Lead Remote
- Co-founded a strategic communications consultancy, leading client discovery, messaging architecture, and content strategy across brand, content systems, and paid media engagements.
 - Delivered end-to-end brand strategy projects for clients in education, technology, and agriculture, from strategic diagnosis to narrative development and execution, driving measurable brand and growth outcomes.
- Cemex** **January 2025 — Present**
Global Culture Intern (Organizational Human Resources) Monterrey, Mexico
- Built and executed end-to-end content strategy for Viva Engage, generating 25,000+ views, 1,000+ interactions, and a 25% increase in engagement rate within two months.
 - Supported two company-wide change management plans by drafting CEO- and VP-level communications, intranet content, and change narratives; developed a SharePoint hub that drew 2,000+ visits in four weeks and supported the execution of a global webinar reaching 1,800+ attendees.
- Digital Hub Monterrey** **July 2024 — April 2025**
Digital Marketing Intern Monterrey, Mexico
- Led end-to-end development of the organization's new website — facilitating internal content workshops, defining the value proposition, writing all copy, and delivering the finished site on HubSpot.
 - Improved newsletter open rates by 8% and click-through rates by 3% over six months by taking full ownership of weekly and monthly editions across startup, corporate, and general audiences.
- Tarin Contreras** **August 2023 — August 2025**
Contract Copywriter Monterrey, Mexico
- Developed copy and creative concepts across brand toolkits, social media campaigns, and marketing materials for clients spanning government, real estate, and political sectors.

EDUCATION

- Universidad de Monterrey** **January 2022 — May 2026**
Bachelor of Information & Communication Sciences Monterrey, Mexico
- Co-authored an academic chapter published by [Editorial Tirant Lo Blanch](#) (April 2026) examining AI's impact on university students' communicative development.
- American School Foundation of Monterrey** **August 2017 — June 2021**
U.S. High School Diploma & Mexican Bachillerato Monterrey, Mexico
- Completed the AP Capstone program (AP Seminar & AP Research), alongside AP English Language & Composition, AP Comparative Government & Politics, and AP Statistics.

SKILLS & CERTIFICATIONS

Core Skills: Brand Strategy, Content Strategy, Project Management, Copywriting, Bilingual Content Creation (EN/ES) Workshop Facilitation, Social Media Strategy, Email Marketing, Change Management (ADKAR).

Softwares/Tools: Google Workspace, Claude, Canva, Microsoft Office, SharePoint, Hubspot, Adobe Creative Suite.

Certifications: Google Digital Marketing & Ecommerce; HubSpot Academy (Content & Social Media Marketing).