



*Profesional*  
**PORTFOLIO**

BY CATALINA MADERA





*welcome to*  
**THE SERVICE PORTFOLIO**

Transforming ideas into strategies, and strategies into sustainable impact.

# Table of CONTENT

Marketing, Strategic Communication, Sustainability, and Professional Training  
Specialist

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ABOUT ME

VISION / MISSION

SERVICES

SKILLS

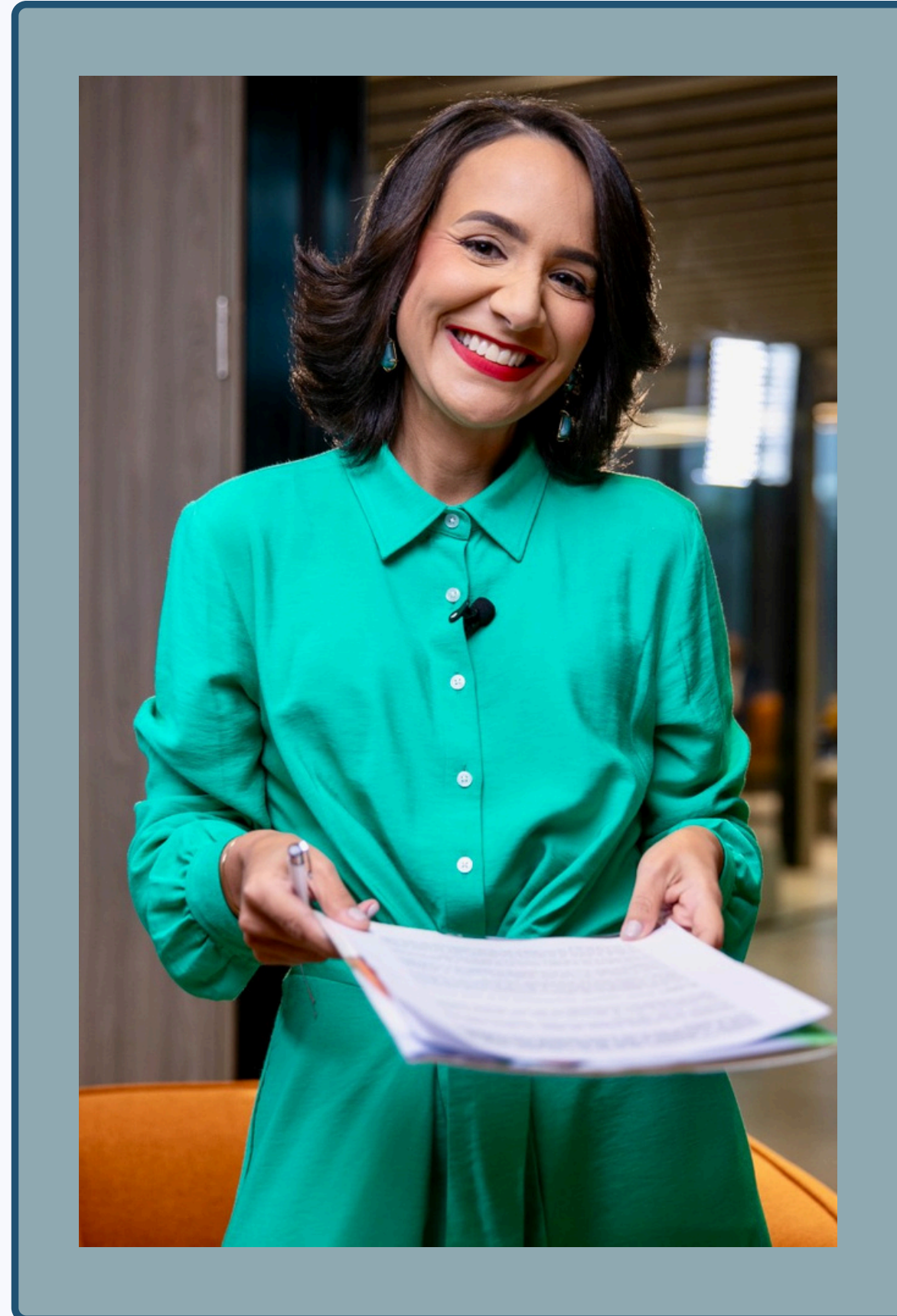
PORTFOLIO

CONTACT

MARKETING, STRATEGIC COMMUNICATION, SUSTAINABILITY, AND PROFESSIONAL TRAINING SPECIALIST

# Introduce ABOUT ME

I am Catalina Madera Oropeza, a multidisciplinary specialist in marketing, strategic communication, sustainability, and professional training. My professional journey combines leadership, creativity, and innovation to develop projects that deliver tangible and sustainable results. My goal is to contribute strategically to organizational growth, solidly positioning brands in their markets while enhancing their commitment to social and environmental development.



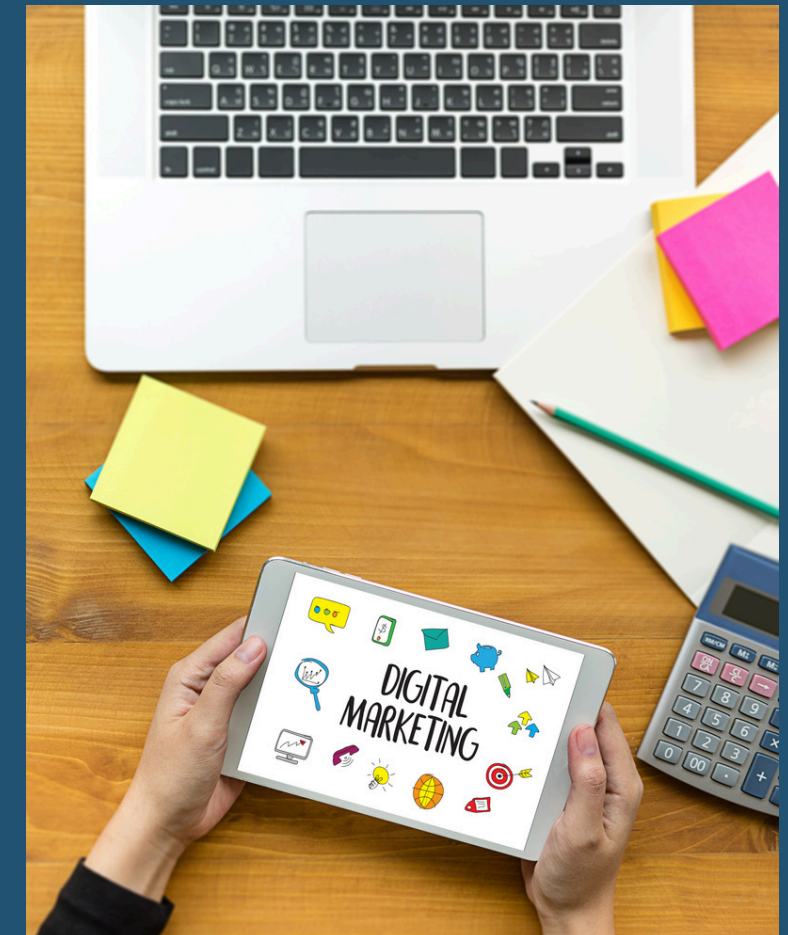
CATALINA  
MADERA



# My SERVICES

## Marketing and Strategic Communication:

- Creation and implementation of innovative advertising campaigns.
- Corporate and personal branding.
- Corporate reputation management.
- Digital and traditional marketing strategies.
- Effective internal and external communication.



**MARKETING AND  
STRATEGIC  
COMMUNICATION**



# My SERVICES

## **Social Responsibility and Sustainability:**

- Development of strategies aligned with the SDGs.
- Creation of CSR and sustainability programs.
- Implementation of governance and transparency policies.
- Sustainability education and awareness training.



**SOCIAL RESPONSIBILITY  
AND SUSTAINABILITY**



# My SERVICES

## Professional Training and Education:

- Design and implementation of educational and professional training programs.
- Specialized conferences, workshops, and training sessions.
- Development of updated educational content.



# EDUCATION TIMELINE



# Key SKILLS

- **Strategic Leadership:** Ability to define long-term visions, align teams with organizational goals, and make informed decisions that drive growth and innovation.
- **Branding and Communication:** Expertise in building and positioning strong corporate and personal brands through consistent messaging and visual identity strategies.
- **Sustainability and CSR:** In-depth knowledge of sustainable practices and corporate social responsibility initiatives aligned with international standards and the SDGs.
- **Innovation and Digital Transformation:** Proven capacity to lead digital initiatives, integrate emerging technologies, and foster a culture of innovation.
- **Academic and Professional Training:** Competence in curriculum design, workshop facilitation, and knowledge transfer for diverse professional audiences.
- **Management and Negotiation:** Strong interpersonal and organizational skills to lead teams, manage resources, and conduct high-impact negotiations.

# *project* PORTFOLIO

These are some of the projects in which I have participated and been a co-creator for the development of these brands.

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“PHARMACEUTICAL SECTOR”

“ASOCIACIÓN LA NACIONAL”

“ADACAM”

“PUCMM”

“GOL LINHAS AÉREAS”

“FEDEX EXPRESS”



# Pharmaceutical SECTOR



## Pharmaceutical Sector Experience

Extensive experience in leading and executing institutional, commercial, and philanthropic communication strategies within the pharmaceutical industry. Strong background in developing emotional value platforms, corporate volunteer programs, and positioning brands with purpose and credibility.

Managed Brands:

- **Laboratorios LAM – “Your Partner for Life”**: Led institutional positioning strategies and sector reputation campaigns. Supported the Marketing and Promotions Department and collaborated with the Medical Department on educational programs.
- **Dr. Podcast – “Historias que Sanan”**: Conceived and produced a branded podcast focused on emotional well-being and the humanization of healthcare.
- **“Fundación LAM”**: Directed strategic communication and social impact initiatives, including patient support programs and the development of strategic partnerships.
- **Cardiopharm – “Expertos del Corazón”**: Supported the Marketing and Promotions Department in brand development and sector outreach.
- **Mameypharm**: Provided support to the Marketing and Promotions Department in the creation of promotional campaigns and positioning efforts.



**CATALINA MADERA**





# Asociación LA NACIONAL



At Asociación **“La Nacional de Ahorros y Préstamos”**, Catalina led the creation and development of the Corporate Reputation and Social Responsibility Department, designing and executing over 30 measurable strategic initiatives aligned with the organization’s mission and values.

Her work included the implementation of cross-functional sustainability strategies, the creation of a corporate reputation roadmap, and the execution of internal and external communication campaigns that positioned La Nacional as a sector benchmark in trust, transparency, and social impact.

She also:

- Integrated ESG (Environmental, Social, Governance) principles into the corporate culture.
- Designed high-impact programs in financial education, community engagement, and environmental awareness.
- Strengthened relationships with key stakeholders, partners, and the media through consistent messaging and storytelling.
- Promoted initiatives that increased employee engagement and brand pride through volunteering programs and internal brand culture reinforcement.

# ADACAM



As Executive Director at **ADACAM** (Dominican Air and Maritime Freight Forwarders Association), Catalina led the development and implementation of a comprehensive governance and transparency strategy, resulting in over 20 documented achievements and increased membership.

Her leadership drove:

- The creation of strategic committees to reinforce institutional credibility and internal processes.
- Development of sustainability-aligned policies to modernize the association’s public image.
- Strengthening of external communications and brand visibility through public relations efforts, sponsorships, and stakeholder engagement.



# PUCMM

At **Pontificia Universidad Católica Madre y Maestra (PUCMM)**, Catalina spearheaded the design and institutionalization of the University Social Responsibility (USR) Office, aligning its work with the 2030 Agenda and the Latin American RSU model.

Her initiatives included:

- Integrating prosocial competencies into undergraduate curricula across disciplines.
- Creating academic strategies and programs that promoted social impact, ethical leadership, and community involvement.
- Enhancing the university's national reputation by embedding sustainability into its educational mission.



# Other PROYECTS

## **Gol Linhas Aéreas – Market Entry & Brand Development**

As Country Manager for Gol Linhas Aéreas in the Dominican Republic, Catalina successfully launched the airline’s commercial operations in just 30 days, achieving full operational readiness.

Key accomplishments:

- Developed the local commercial structure and team, establishing the foundation for sustained growth in a new market.
- Designed and executed a strategic positioning campaign to introduce the Gol brand, emphasizing reliability, affordability, and sustainability.
- Strengthened partnerships with local agencies and tourism stakeholders to ensure long-term market penetration.

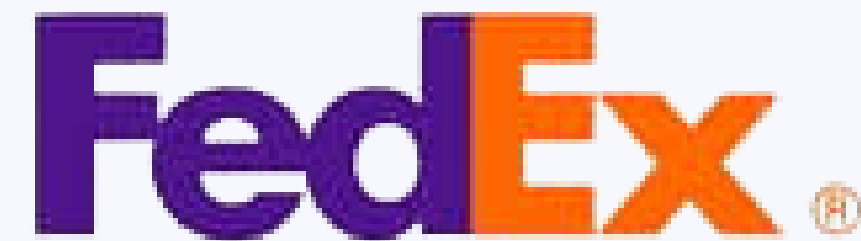


## **FedEx Express – Corporate Sales & Brand Reputation**

Catalina began her career at FedEx, where she rapidly advanced to Corporate Account Executive after winning a competitive internal promotion.

Notable achievements:

- Grew revenue in the SME and corporate sectors, consistently exceeding sales targets by 80% to 134%.
- Recognized with the “Sales Up” award and named “TSR of the Year”, validating her leadership and client relationship skills.
- Built a solid reputation within the organization by aligning customer service excellence with the global FedEx brand values.



*let's work*  
**TOGETHER**