



Caribel Fetzner

Event Coordinator | Website Design & Digital Marketing

ANAHEIM, CA
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EDUCATION & CERTIFICATIONS

Digital Marketing Certification – Southern States University, Los Angeles, CA
Communications – Universidad Alas Peruanas, Lima, Peru
Diploma in English as a Second Language – International Academy of English

SKILLS

- Event Coordination & Logistics
- Client & Vendor Communication
- Booking & Scheduling
- Website Design (Wix, GoHighLevel)
- Digital Marketing Support for Events
- Social Media Coordination
- Content Creation for Events
- Basic HTML (Collaborative Level)
- Branding & Visual Consistency

TOOLS

- WIX
- GOHIGHLEVEL
- META BUSINESS SUITE
- GOOGLE ANALYTICS
- WORDPRESS
- MICROSOFT OFFICE
- CANVA - ADOBE SPARK
- CAPCUT - ADOBE PREMIER

ABOUT ME

I am a creative digital marketing specialist who loves helping businesses build a smart, modern, and authentic web presence, designed and managed not only to be visually appealing but to generate organic attention and convert visitors into real customers through a powerful strategy.

EXPERIENCE

Marketing & Event Coordinator – THE C BAND LLC
Los Angeles, CA | Dember 23 - January 2026

- Coordinate corporate and entertainment events, including scheduling, logistics, and on-site support
- Manage client communication, bookings, and event timelines
- Design and manage the official website: www.thecorporatelatinband.com
- Support marketing through digital assets, website updates, SEO blog content, and social content scheduling
- Collaborate with vendors, event planners, and production teams to ensure smooth event execution

Event & Press Assistant (Volunteer) – L.A. Tribune / International Film Festival

Orange, CA | Aug 2025

- Supported press accreditation, guest check-in, and credential management
- Assisted with event logistics during the awards ceremony
- Coordinated guest services and backstage support

Digital Content & Website Designer – Realidades Marketing Agency
Mexico City | Sep 2017 – May 2022

- Designed and built websites for small businesses using CMS platforms
- Created digital assets to support brand visibility and promotional campaigns
- Supported marketing initiatives through content creation and basic site updates

Web Content Writer – DEVELOWEB

Lima, Peru | Mar 2014 – Mar 2016

- Wrote and updated website content focused on clarity, structure, and SEO best practices
- Conducted research and content optimization for multiple websites

Additional Experience (2012–2014) Lima, Peru

- Public Relations Assistant – Mistura Gastronomic Fairs (2013 & 2014)
- Writer & Customer Support Assistant – Lab Management
- Radio Host & Production Assistant – Radio Orson Welles