

Ornella Rincones Medina

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SUMMARY

Communications and Marketing professional with both education and professional experience in the United States, France, Panama, and Spain. Solid working experience in the energy industry and construction projects, with focus on corporate communication, corporate social responsibility, public relations, development, and sustainable practices.

EDUCATION

IE School of Human Science & Technology

Master in Corporate and Marketing Communication

Madrid, Spain

October 2018 – July 2019

Florida State University

Bachelor of Science in Marketing

Summa Cum Laude

Tallahassee, USA

August 2012- August 2015

PROFESSIONAL EXPERIENCE

AES Colon- *The first natural gas fired (LNG) power plant in Central America*

Panama, Panama

Community Engagement Specialist

January 2016 – September 2018

- Worked with senior management in the development of the Social Investment Plan for the project.
- Supported the Project Deputy Director in the integration of cross-sector teams for monitoring the project development.
- Developed, implemented and managed 5 different ongoing social investment projects aimed at: developing local entrepreneurs, improving employability for young adults, empowering woman, and funding of diverse sustainable projects.
- Developed reports aligned with IFC Principles and identified KPIs/indicators to measure the results of the different programs and their impact (International Finance Corporation).
- Prepared a monthly bulletin of Corporate Social Responsibility activities for internal and external distribution.
- Created content in Spanish & English for social media and other stakeholder reports regarding the project.
- Managed the budget for Social Investments and Community Relations of the project: \$2.8 Million for 3 years.
- Organized and coordinated different events related to stakeholder management, volunteering, sponsorships and other promotional activities; including the inauguration of the powerplant with 600 attendees.
- Received, evaluated, and closed requests for charitable donations and/or sponsorships following the ethics and compliance processes.

AES Panama – *Subsidiary of the AES Corporation that supplies 24% of the country's demand*

Panama, Panama

Communications and Sustainability Intern

July – December 2015

- Developed along with the commercial team a market research study for potential competitors participating in a government tender of an energy project.
- Worked in cooperation with senior management for developing presentations aimed at high profile stakeholders (government, potential lenders, financial partners, guilds, etc.)
- Prepared internal communications for the company, both drafting the messages and directing the work of the graphic designer.
- Performed an internal audit to assess the effectiveness of the internal communications processes.
- Worked with the external PR agency for drafting out an action plan in face of a media and communication crisis the company was facing.
- Performed administrative labors related to procurement procedures and payments to suppliers.
- Received, evaluated, and closed requests for charitable donations and/or sponsorships following the ethics and compliance processes.

LANGUAGES

Spanish (Native); English (Native); French (DELFB2); Portuguese (Basic)

LEADERSHIP, HONORS, & VOLUNTEERING

Alpha Kappa Psi, The Professional Business Fraternity – FSU Chapter & Panama Alumni Chapter

Member & Founding Member

FSU Student Government

Treasurer

Honor Societies: National Society for Collegiate Scholars and Phi Kappa Phi

Member

Confirmation Group- Santuario Nacional de Panamá

Assistant Coordinator

IE Venezuela Club

Coordinator

TECHNICAL SKILLS

SAP (RPC), Microsoft Office, Qualtrics, Ariba, Unifier, Concur, Tableau, SQL (Basic), Adobe Creative Cloud (Ai, Id)