

TIARA MORENO

International Business Student

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SUMMARY

I like making systems more efficient and finding ways to make them better. I use Claude every day, built a complete website with it by vibe coding, and see AI as a skill I want to keep growing in. At my current internship at Production Heroes, a B2B manufacturing and production partner in Breda, I interviewed engineers to write case studies and write blog articles for AI search (GEO). I also completed a minor in AI-Driven Digital Marketing. Fluent in Dutch and English, available February to June 2027.

WORK EXPERIENCE

Marketing & Communications Intern · Production Heroes, Breda — **Aug 2026 - Present**

- Write blog articles built for AI search engines, helping the company appear in AI-generated answers (GEO).
- Interviewed engineers to write the 10 case studies on the company's website, turning technical projects into clear stories.
- Write and manage the company's LinkedIn posts, planning and scheduling them in Zoho CRM.
- Help write the company's monthly email newsletter.
- Currently designing the new company website with Claude.
- Helped build the brand guidelines; create presentations and brochures in PowerPoint, Canva and Illustrator.

Marketing Volunteer · UNICEF Breda — **Nov 2024 - Jul 2026**

- Planned, wrote and created social media content aligned with campaign goals and tone of voice.

Logistics Intern · Bon Bini Cargo, Aruba — **Feb 2025 - Jun 2025**

- Coordinated shipments, handled import documentation and helped the team solve operational issues.

Bartender · T'Poolcafe Breda — **Oct 2025 - Present**

EDUCATION

Minor: AI-Driven Digital Marketing · Hogeschool Rotterdam — **Feb 2026 - Jun 2026**

Developed a full digital marketing strategy for T'Poolcafe Breda:

- Planned a campaign targeting students on TikTok and Instagram, including a full content calendar.
- Designed a website prototype, tested it with real users and collected their feedback for improvements.
- Audited their digital marketing and SEO, and benchmarked it against competing venues in Breda.

Bachelor of International Business · Avans University of Applied Sciences — **2023 - Present**

- **Frontaal, Market Entry & Marketing Strategy:** market entry plan for a Breda craft brewery targeting New Zealand, with segmentation, personas and marketing mix.
- **BioToday, Business Model Redesign:** new business model for a Dutch organic food brand, with circular packaging and a supply chain redesign.
- **Louis Vuitton, Supply Chain & Sustainability Analysis:** mapped the Neverfull bag's full supply chain against the triple bottom line and UN SDGs.

CERTIFICATIONS

- Google Analytics Certification (GA4), Google Skillshop, 2026
- Google Fundamentals of Digital Marketing, Google Skillshop, 2026
- Digital Marketing Analytics Simternship, Stukent, 2026
- Introduction to Web Designing, Great Learning, 2026
- Social Media & Content Marketing, HubSpot, 2024

SKILLS

- **Marketing & content:** SEO & GEO optimization · B2B content · Copywriting · Content planning · Social media · Branding · Campaign planning · Marketing strategy · Competitor analysis · Personas & customer journeys
- **Tools:** Claude · ChatGPT · Google Analytics 4 · SEMrush · Zoho CRM · WordPress · Figma · Canva · Adobe Illustrator · Microsoft Office · Excel
- **Languages:** English, Dutch, Spanish, Papiamento (fluent) · Chinese (beginner)