

Andrea Flores

CURRICULUM VITAE

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EDUCATION

Universidad Nacional Autónoma de México

Mexico City

Bachelor of Arts in Communication Science GPA: 4.0

Date Awarded: June 2013

Final project title: "Writing Online: A Proposed Style Guide for Social Media Interaction by Micro, Small, and Medium-Sized Enterprises" [Link in Spanish here](#)

Graduated with Honors for Undergraduate Final Project

Areas of Concentration: Journalism

PROFESSIONAL EXPERIENCE

Metropolitana de Información Comercial - Research Assistant

Mexico City

February 2006 - January 2008

Developed interactive client presentations, supported the facilitation of focus groups, administered surveys and questionnaires, and created infographics to communicate research findings and insights.

Victoria del Tenis - Sales Executive P/T

Mexico City

May 2011 - February 2013

National sporting-goods sales via phone, online channels, and in-store. Created content for social media and marketplace listings (Mercado Libre, Segunda Mano, eBay). Expanded customer base through targeted outreach and relationship building.

Fondo de Cultura Económica - Internship P/T

Mexico City

May 2012 - Dec 2012

Completed an internship in the Social Media and Digital Content Department at the Fondo de Cultura Económica (FCE), one of the most prestigious publishing houses in Mexico and Latin America. Contributed to the creation and management of digital content and social media initiatives for a nonprofit publishing organization with a presence throughout the Spanish-speaking world and partial funding from the Mexican government.

Wunderman Mexico - Content Manager**Mexico City**

March 2013 - April 2014

Content Manager for international brands including MetLife, Hoteles.com, Nutella, Barilla, L'Oréal, and Herbal Essences.

Mirum Agency - Social Creative**Mexico City**

April 2014 - November 2015

At Mirum Agency, I led content creation for beloved brands like FUD, Yoplait, Huawei, and Kivac Mexico, blending creativity with strategic planning.

Teran/TBWA - Content Manager / Copywriter**Mexico City**

November 2015 - March 2016

I joined the team for one of their main clients: Volaris, one of the most important low-cost airlines in Latin America. My role was Digital Copywriter, and I was in charge of creating email marketing campaigns, promotions, transactional emails, and blog entries to promote their destinations.

Eleven Advertising Group - Social Media Manager**Mexico City**

April 2016 - January 2018

Creative content development, social media management, report generation, and customer service for the Tupperware account.

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April 2016 - January 2018

Creative content development, social media management, report generation, and customer service for the Tupperware account.

Blockbliss / Fundary - UX Writer**Mexico City**

June 2018 - November 2018

Contributed to QA by reviewing websites for multiple development projects and performing user experience (UX) testing.

Victoria del Tennis - Operations Manager**Mexico City**

November 2018 - June 2019

Oversaw daily operations, cultivated relationships with tennis clubs and academies, coordinated logistics, and led marketing and social media efforts to strengthen brand presence and client satisfaction.

Genesis Tennis / The Tennis Depot International - Managing Partner**McAllen, TX**

June 2019 - December 2024

Promoted to Managing Partner; accountable for end-to-end logistics, AP/AR, and global client relations for Tennis Depot and Genesis Tennis — implemented process improvements that enhanced cash flow and service delivery.

McAllen Country Club - Assistant Tennis Professional**McAllen, TX**

June 2020 - August 2020

Assisted in leading junior summer camp programs by coaching groups, developing lesson plans, and creating a positive, engaging learning environment.

Cimarron Country Club - Tennis Director / Marketing Coordinator**Mission, TX**

December 2021 - April 2023

As the Tennis Coordinator, I was responsible for developing programs tailored to various skill levels and age groups. My duties included organizing lessons, tournaments, and events to enhance participation and engagement. In addition to this role, I also served as the Marketing Coordinator, where I focused on promoting our tennis programs and initiatives. I supported the golf pro and the membership director in promoting club activities, food and beverage offerings, and events. This role was my dream job, but unfortunately, the club discontinued its activities in April 2023.

Valley Tennis Academy - Staff Pro & Tournament Director**Mission, TX**

May 2023 - Dec 2024

Instructed group and individual tennis lessons for diverse skill levels and age groups, including children, juniors, and adults, fostering a positive learning environment. Developed customized training programs to enhance players' skills, techniques, and strategic understanding of the game. Successfully organized and managed ladies leagues as well as UTR and USTA tournaments, overseeing all logistical aspects to ensure smooth and enjoyable events. Cultivated a supportive community among players, promoting sportsmanship and a lifelong love for tennis.

USTA National Campus - Racquet Sports Management Apprentice**Orlando, FL**

January 2025 - Present

Selected for the inaugural USTA RSMA cohort—an immersive leadership program that develops tennis directors with business acumen and strategic growth tools; contributed to the launch of USTA Coaching and supported national initiatives to expand tennis via the American Development Model. Staff Pro for Padel, Tennis and Pickleball.

ACADEMIC EXPERIENCE

Centro de Estudios en Ciencias de la Comunicación**Mexico City**

January 2019 - June 2019

Taught the elective course "Digital Tools Applied to Marketing," delivering instruction on digital marketing tools and their practical applications.

COMMUNITY INVOLVEMENT

South Texas Community Tennis Association - Board Member**McAllen, TX**

January 2022 - present

Supported the Tennis in Schools program by recruiting volunteers and promoting youth participation. Served as Vice President and Secretary of the local tennis association and managed applications to host USTA Level 6 and Level 7 tournaments while coordinating with USTA to ensure successful event execution.

Fundación Miradas de Esperanza - Blind / VBI Tennis Coach

Reynosa, MX

February 2023 - September 2024

Served as a High Performance Blind Tennis Coach, leading the preparation and competitive development of an elite visually impaired athlete. Traveled internationally to coach at the IBSA International Games and IBTA international tournaments, providing technical, tactical, and performance support. Guided the athlete to multiple international podium finishes, earning gold, silver, and bronze medals.

USTA Texas - Volunteer

McAllen, TX

January 2023 - December 2024

Contributed as a member of the USTA Texas Hispanic Engagement Committee, collaborating on initiatives to expand access to tennis and strengthen engagement within Hispanic communities.

RGV Tennis Association - USTA Local League Coordinator

Brownsville, TX

November 2022 - March 2026

Managed all aspects of local league operations, including recruiting and retaining players and team captains, coordinating schedules and match logistics, resolving conflicts, and ensuring compliance with USTA rules and policies. Served as the primary liaison between local clubs, players, and USTA Texas, fostering strong relationships while promoting league growth through community outreach and marketing initiatives. Provided guidance to captains, supported league events, and delivered a positive player experience by effectively managing communication, organization, and day-to-day operations.

PRIVATE PRACTICE

As an independent consultant, I have collaborated with different clients and agencies including:

- SherlockMX, contributing to managing the social media channels for Herdez International Markets, Monroe, Twin Peaks Mexico, and some real estate developments.
- Plan de Marca: Express Hauling & Dumpsters, Instituto Tecnológico de la Construcción
- Fundary
- Muvu
- Pipol Talent: HSBC Bank and Jaguar Range Rover
- Century 21 VIVA (Independent Licensed Group)

AWARDS

- Academic Excellence Award - Diploma of Achievement for ranking among the top three students in the Bachelor's program in Communication Science, 2011 and 2013.

ATHLETICS

NTRP Rating: 5.0 (2026) / UTR Rating: 6.5

Junior Tennis (Under 14)

- Runner-up, Morelos State Championships (2014).
- Doubles semifinalist, Puebla Sectional Tournament (2014).
- Qualified for the Mexican National Individual Championships in San Luis Potosí (2014).
- Represented the state of Morelos at the Mexican National Olympics (Olimpiada Nacional) in Tepic, Nayarit, reaching the Mixed Doubles Round of 16.

Junior Tennis (Under 16)

- Began competing on the ITF World Tennis Tour Juniors.
- Awarded a wild card into the main draw of the 28th Copa Internacional Casablanca.
- Champion of multiple Grade II and Grade III national tournaments.
- Runner-up, Morelos State Championships (2016).

Junior Tennis (Under 18)

- Runner-up, Morelos State Championships (2018).
- Champion of multiple Grade II and Grade III national tournaments.
- Finished 2018 ranked among the Top 32 junior girls in Mexico.

Collegiate Tennis

- Member of the UNAM Varsity Tennis Team (2009–2013).
- Four-time Interfaculty Champion representing the Faculty of Political and Social Sciences (2009–2012).
- Represented UNAM at the Mexican National University Games (Universiada Nacional) in 2009 and 2011, reaching the quarterfinals in 2011.
- Champion, Mexico City University State Championships (2012).
- Graduated with Honors with a Bachelor's Degree in Communication Sciences (Journalism) (2013).

Amateur Tennis

- Champion, Women's A/B Division, Hotel Racquet Cup (Cuernavaca, Morelos, 2013).

- Two-time Champion of the Mexico City Amateur Tennis Circuit (2011, 2012).
- 8.0 Combo League Sectional Champion (Team Competition) acting as player and captain.
- Champion of the South Texas Open (San Antonio, TX) and the Thanksgiving Day Open (Corpus Christi, TX) in 2020.
- Champion of the Parks and Recs National Championship (Orlando, FL) in 2025

Professional Tennis

- Qualified for her first professional tournament (ITF Futures, Tampico, \$10,000) through the qualifying draw (2017).
- Earned her first WTA doubles ranking point at the Irapuato Challenger (\$25,000) and competed in multiple international main draws (2018).
- Earned her first WTA singles ranking point at the ITF Futures San Luis Potosí, advancing to the second round (2011).
- Semifinalist in professional tournaments organized by the Mexican Professional Tennis Association (AMTP) in 2013, 2014, and 2015.
- Finished among the Top 30 players in the AMTP rankings for three consecutive seasons (2013–2015).

PROFESSIONAL CERTIFICATIONS

- USTA Safe Play Approved
- USTA Coaching Professional - Issued: August 2025
- Professional Tennis Registry: Level 2 - Certified Tennis Professional / Level 1 - Certified Pickleball Associate Coach - Issued: March 2025
- Racquet Sports Professionals Association: Certified Tennis Professional / Certified Pickleball Instructor (See credentials here)
- Love Serving Autism: Level 3
- USTA Certified Official

PUBLICATIONS

Tennis

- Tennis Life Spanish Version - Contributor between 2011 and 2016 with the following articles:
 - “Adult Tennis: When There Is No Time to Train” - February 2016
 - “Tennis Instructor vs Tennis Coach” - March 2016
 - “Tips for Staying Focused” - December 2015

- “The Art of Losing” - April 2015
- “4 Questions Tennis Players Are Always Asked—and How to Answer Them” - March 2015
- “How to Be a Junior Tennis Player, Travel Alone, and Not “Lose” in the Process” - January 2015
- “Love from the Stands: A Reflection on Tennis Moms” - October 2014
- “Studying and Competing: It Can Be Done Tips for Student-Athletes” - August 2014
- “5 Things Tennis Has Taught Us That Make Us Different” - June 2014
- “Tennis & Life: Reflections on the Fascinating World of Tennis and Their Application to Life”. January 2014
- “Professional Tennis Reflections: When Parents' Dreams Become Their Children's Burden” - June 2013
- “Who Will Be the Next WTA Leader?” - March 2014
- “How to Choose the Right String for Your Racquet” - February 2013

Poetry

- “Sentir, Textear, Amar” (“Feel, Text, Love”), Independent Publishing with Servicios Editoriales Nieve de Chamoy. 2018
- “Antología del Festival Internacional de Poesía Latinoamericana” in their editions 2016, 2017 and 2018.
- “Ante la Cruz de mi Rosario” (“In the Presence of My Rosary's Cross”). Aleteia in Spanish: In the Presence of My Rosary's Cross.
<https://es.aleteia.org/2017/10/08/ante-la-cruz-de-mi-rosario/>

LANGUAGES

- English: Full professional proficiency
- Spanish: Native

MEMBERSHIPS

- Racquet Sports Professional Association
- Professional Tennis Registry

