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Moxxy Marketing adds Carolina Perez as East Coast Project Coordinator

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Moxxy Marketing has added Carolina Perez, an up-and-coming marketer with experience in the fresh floral industry, in the role of Project Coordinator to help support East Coast project needs from her Miami, Florida home office.

Enthusiastic about fresh floral and produce, she enjoys a healthy and active lifestyle including supporting the brands and products in which she believes.

In addition to her affinity for marketing businesses in the agriculture industry, Perez is also a Certified Public Accountant, which gives her a unique skill set and ability to put marketing projects into financial perspective.



Carolina Perez

Prior to joining Moxxy, Perez worked with fresh agricultural brands including industry-leading nurseries and a startup fresh-cut flower company, where she coordinated projects ranging from marketing campaigns and social media activations, to profit analysis, website design, sales and lead generation. Her skills in the financial realm paired with her passion for marketing and get-it-done attitude make her an excellent addition to Moxxy's Project Management team.

"I'm thrilled with the growth of Moxxy's East Coast team, and Carolina is a necessary addition in this region," said Karen Nardoza, President & CEO of Moxxy. "I welcome her finance and fresh floral background, as well as her interest in marketing healthy brands and produce products. In just a few months she has integrated into the team and embraced Moxxy's high standards — we look forward to her support on our growing Southeast client accounts and already appreciate her dedication to our clients and their projects."

"Carolina has already made an impact in the day-to-day operations of the Moxxy Project Management team and it's clear she cares deeply about our clients and their projects," said Vice President Molly Briseño. "We can rely on her to bring enthusiastic attention to our clients' marketing campaigns and brand initiatives."

"I've always wanted to join a high-energy marketing agency, and so far Moxxy is the perfect fit," said Perez. "I'm able to use my existing skills to improve our processes and have already learned a lot about our clients' businesses and products. I am excited to see how I grow with this team and how we in turn, help grow our clients."

Perez provides project management support on clients such as Shuman Farms, WP Produce, King Grove Organic Farms and Eastern Cantaloupe Growers Association.

Perez brings a native Miami flair to Moxxy as the agency works to expand its East Coast team and strengthen business in the Southeastern U.S. region. Having been born and raised in Miami, FL with her tight-knit Cuban family always close by, she enjoys trying new things in the vibrant, energetic city

of Miami — from new restaurants and beaches to live music and outings in nature.

She graduated from the University of Florida with a degree in Accounting and brings the know-how of budgets, spreadsheets and numbers, along with creativity, organization and a new perspective on marketing fresh produce.

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