



# ANTONIO MURRIETA



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## SKILLS

- Data Analysis.
  - Excel (intermediate)
  - SQL (intermediate)
  - Python/R (Advanced)
  - Power BI (Intermediate)
- Project & Team Management
- Strategy, Digital Marketing & Partnerships
- Adobe Creative Suite
- Bilingual:
  - Spanish (native),
  - English (fluent)

## CERTIFICATIONS

- Google: Data Foundations & Data-Driven Decisions
- Google: UX Design Foundations
- Harvard: CS50 (in progress), Deep Learning for Business
- Yale: Moral Foundations of Politics
- UC Irvine: Managing Project Risks & Changes

## OTHER LEADERSHIP

- Student Government President (SaPrepa).
- Carnero Leadership Program, Earth X, etc.

## WORK EXPERIENCE

### Life Changing Knowledge (LCK)

2024 – Present

Director, LCK Academy

- Direct the creation and launch of LCK Academy, a Spanish-language self-development platform set to go live in September 2025.
- Define growth strategy, partnerships, and user acquisition to establish the Academy as a benchmark in digital education.
- Lead a multidisciplinary team across content, technology, and design to deliver the launch phase successfully.

Business Consultant

2023 – 2024

- Implemented website and digital transformation initiatives.
- Supported online course production and digital marketing.
- Delivered strategic consulting to improve business operations.

### Municipality of Álvaro Obregón, Mexico City

2024 – Present

Consultant – Digital Platforms for Community Engagement

- Support the design of large-scale community platforms tied to international events.
- Focus on employability, local entrepreneurship, and digital services.

### Didi Chuxing Technology Co.

Mar 2023 – Sep 2023

Performance Marketing Intern

- Managed and optimized campaigns for LATAM using SQL, Excel, and analytics dashboards.
- Built dashboards in Power BI to track campaign performance and streamline reporting.
- Contributed to improvements in CPC and CTR by applying data-driven segmentation and targeting strategies.
- Conducted A/B tests and delivered weekly KPI reports, ensuring actionable insights.

## LEADERSHIP & INITIATIVES

### INC Monterrey – General Director of the INCrew | 2019 –2020

- Directed logistics and 250 volunteers at Latin America's largest entrepreneurship congress.

### Somos / #SomosYalitza – Founder | 2018 –2020

- Founded social initiative on awareness and inclusion. Raised +500k MXN for schools in Oaxaca.

### Eugenio Garza Sada Leadership Program – Participant | 2023 – 2024

- Selected as one of 8 campus representatives

## EDUCATION

Tecnológico de Monterrey, Campus Santa Fe – B.S. in Business Intelligence | Class of 2025

Stanford University – Visiting Student, Summer Program in Technology Entrepreneurship & AI | 2024

CBS International Business School, Germany – Semester Abroad, International Business | 2024