

Natalia Ruiz Martínez

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SUMMARY OF SKILLS AND QUALIFICATIONS

Operating Systems | Windows • MAC

Applications | MS Office: Word • Excel • PowerPoint • Outlook • JMP • Crimson Hexagon • Nielsen

Languages | Spanish | Spoken & Written • English | Spoken & Written • Portuguese | Spoken & Written • French | Basic Spoken & Written

EDUCATION

Bachelor of International Business

2013-2017

Universidad del Norte, Barranquilla Colombia

- Relevant courses: Foreign trade management, International finance, International marketing, Trade marketing.
- Honor roll student

PROFESSIONAL ASSOCIATIONS

Consumer and Market Knowledge Intern

Jul 2017-Dec 2017

Procter & Gamble, Panamá

- Prepared and presented sales and distribution fundamentals review for Colombia and Guatemala.
- Delivered analysis on brand health status in México and Brazil.
- Modeled HLM and MMM as part of creation of a Sufficiency of Inputs model for México.
- Developed research execution skills by preparing consumer studies.
- Played as point of contact between Branding team and Neuroscience supplier to drive changes on communications.
- Communicated shares and initiatives status to Regional and Local leadership teams.
- Tracked brand and categories comments on social media, that concluded on key actionable opportunities.
- Core competencies: Work under short timeline, communication, data analysis.

VOLUNTEER WORK

Smmarketing project

Dec 2014

AIESEC, Goiania, Brazil

- Organized and promoted events to raise funds for NGOs
- Created social media pages for NGOs to make them stand out
- Core competencies: Communication, leadership, understanding, adaptability

ACADEMIC PROJECTS

Export plan for the company Harinera Pardo S.A.

2016

Universidad del Norte, Barranquilla, Colombia

- Analyzed the processes of the company and capacity to expand. Chose the adequate country. Developed a complete path to entry the market.
- Group project (4 members) with support from a professor
- Core competencies: Decision making, multitasking.

Financial analysis for the company Security Consulting of Americas Ltda.

2015

Universidad del Norte, Barranquilla, Colombia

- Analyzed the information enabled by the company. Developed PEST and SWOT analysis. Used ratios and compared them with the industry. Noticed trends and came up with action plans
- Group project (3 members) with support from a professor
- Core competencies: Data management, attention to detail.

AWARDS, RECOGNITION & TRAININGS

Scholarship

Dec 2012

Earned full scholarship for undergraduate studies due to academic excellence and outstanding ICFES results

Export goods program, certificate of completion

2014

PROCOLOMBIA

Rethinking data training

Oct 2017

Avail Advisors

INTERESTS

Reading

I like reading the novels of suspense and horror authors as Stephen King and John Katzenbach as well as books that help me understand human behavior as Thinking, fast and slow and Predictably Irrational. I also enjoy reading the serie of novels A Song of Ice And Fire.

Passions

I like learning about different cultures, interacting with nature, hiking, traveling and gathering new knowledge.