Chilean (1996)

📞 **+39 344 550 3451**

✉️ **benjamincruzinfante@gmail.com**

📍 **Milan, Italy**

Languages

Spanish
Native

English
Professional

Italian
Fluent

Skills

- Experience in **Cross-functional Projects** and **Multinational Environments.**
- Experience **Reporting at C-level internationally**
- Autonomy and Organization
- Creativity and Visual Direction
- Budget Management

Key knowledges

- **Programming**: Python, SQL, Machine Learning Clustering, Big and Smart Data
- **BI**: Looker, Tableau, Automated queries and Pivot Tables
- **Analysis**: Micro and Macro economics, Applied Econometrics and Finance
- **Advance Proficiency in Office Package (PPT, Word, Excel)**

Benjamín I. Cruz Infante ^CL

Data Driven Growth | Fashion Brand Creator

My background combines **data-driven analysis with creative vision**. Working across Latin America and building my own conscious fashion brand shaped a mindset that values both strategic insight and emotional connection. I'm eager to contribute to a purpose-led company—ideally within the luxury fashion industry, but open to other opportunities where I can add value.

Education

Economics
Universidad de Chile | March 2015- April 2020

MSc Business Analytics and Data Science
Politecnico di Milano | October 2024 - November 2025

Experience

Founder (Freelancer)
Rakau Chile ® | January 2015 - Now

- **2.000+ garments made in Chile**
- **86 trees planted**
- **30+ collaborations** with chilean and international artists
- **4 products lines** launched: clothes, jewelry, art in paper and audiovisual music capsules
- **Two markets opened**: Chile and Argentina

  ▶️ **youtube.com/@rakauchile**

  📷 **instagram.com/rakau_cl**

Regional CRM Sr Analyst
PedidosYa **(Delivery Hero)** | January 2023 - December 2023

- **Coordination** between **regional team and 15 local markets across Latin America**
- Strategic Segmentation for comms: reducing Cost per acquisition and generating statistically significant results
- Average sales of **€1.1 MM per month**, generating 80% of the traffic.
- **CRM strategy** for Fintech products: credits offering and incentivizing the use of online payment methods
- **Automated Looker Dashboard**, tracking traffic and sales daily.
- Design and execution of **multi-channels campaigns** using Braze and Twilio: **In-app and Push notifications, Mail, SMS, Whatsapp**
- Development and analysis of **A/B Testing**
- **Project Manager of a Visa collaboration project for 9 countries**

Regional Loyalty Sr Analyst
PedidosYa **(Delivery Hero)** | April 2022 - December 2022

- **Led the roll out** of the Loyalty program in **Chile, Argentina, Perú and Ecuador**
- Drove **+1.600% increase in users adoption and +1.400% in volume orders within the program (8 months)**
- **Created the go-to-market playbook**
- **Coordinated cross-functional teams,** local and regional, including UX, Product, Sales, Marketing and C-Level stakeholders

  🖼️ **bcruzinfante57.github.io**

  in **linkedin.com/in/benjamincruzinfante57/**