

Emilio Alejandro Chávez Villarreal

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chiab14.github.io/EmilioChavezPortfolio/

EDUCATION

Instituto Tecnológico y de Estudios Superiores de Monterrey
B.A. in Marketing
08 / 2021 - 06 / 2025

ITESM Prepa Tec
Multicultural Diploma
08 / 2018 - 05 / 2021

SKILLS

Tools

• Photoshop (Intermediate) • Qualtrics (Advanced) • HTML, CSS (Intermediate)
• Illustrator (Advanced) • Canva (Advanced) • Hubspot (Intermediate)

Languages

• Spanish (Native)
• English (Fluent)

KEY EXPERIENCES

Exchange Program | Ajou University

August - December 2024

- Studied **Organizational Behavior**, **Business Statistics**, and **Financial Management**, used statistical methods and data visualization in business to interpret business data effectively. Gained insights into **motivation**, **leadership**, and **decision-making processes**, and how they affect individual and group dynamics within organizations.
- Conducted detailed **regression analyses** and **hypothesis testing**; leveraged **Excel** to evaluate various financial projects, enhancing data-driven decision-making capabilities.
- Cultivated a global perspective by forming connections with peers from diverse cultures, improving cross-cultural communication and collaboration.

Neuroscience Specialization

February – June 2024

- Conducted research on “*The Impact of Social Interaction on Stress When Performing a Cognitively Demanding Task*”; demonstrated that pre-task collaboration enhances stress recovery, evidenced by significant changes in physiological markers.
- Analyzed data to quantify stress responses and behavioral outcomes, gaining deep insights into **user engagement** and **stress mitigation strategies**.
- Strengthened skills in **data collection** and **statistical analysis** using **Matlab**; excelled in synthesizing complex data sets to draw meaningful conclusions.

Marketing Intern | RedGirasol

August - December 2023

- Led a comprehensive benchmarking analysis**, comparing RedGirasol with competitors targeting similar demographics, using numerous studies on investment trends in Mexico to identify key engagement strategies and enhance audience reach.
- Developed and executed a content creation strategy, producing over 30 tailored posts and short videos, which resulted in an **18% increase in follower count** of the target demographic, solidifying the foundation of RedGirasol's digital presence.
- Created targeted content** for young entrepreneurs, promoting eco-conscious decision-making and fostering early engagement, ensuring long-term interaction with RedGirasol.

Marketing & Customer Program | Tierra de Artesanos - Merecido Mezcal Campaign

July – November 2023

- Conducted a research study involving **250+ online surveys** and **face-to-face interviews** to identify consumer preferences, including high demand for eco-friendly packaging and interest in unique, premium mezcal-based beverages.
- Leveraged findings that indicated younger demographics' preference for bold-flavored hard seltzers and prioritized convenience and pricing, to shape and guide the development of targeted marketing strategies.
- Introduced **membership strategies**, **channel diversification**, and **eco-friendly initiatives** enhancing Merecido Mezcal's hard seltzers market positioning. The proposed marketing strategies won the program and were implemented by Merecido Mezcal (e.g., adding EnvíaFlores as a new sales channel).

Content creator and administrator | Clothing Brand

November 2022 - Present

- Designed and launched four distinct apparel collections using **Adobe Illustrator**. Managed the brand's digital marketing strategy on **Pinterest**, successfully driving over **110 unique monthly visits** and enhancing online visibility.
- Acquired comprehensive expertise in **branding**, **manufacturing processes**, and **customer engagement**, fostering a holistic understanding of the fashion marketing lifecycle.