

# Emilio Alejandro Chávez Villarreal

[emiliochavil@outlook.com](mailto:emiliochavil@outlook.com) | +52 (81) 1760 6563 | [linkedin.com/in/emiliochavez](https://www.linkedin.com/in/emiliochavez)

## 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
- Qualtrics
- Capcut
- Illustrator
- Canva
- Hubspot

### Languages

- Spanish (Native language)
- 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 marketing analysis, comparing Redgirasol with competitors targeting similar demographics; identified key engagement strategies to enhance audience reach.
- Developed and executed a content creation strategy, producing over 30 tailored posts and short videos, which resulted in a **18% increase in follower count** of the target demographic, solidifying the foundation of Redgirasol's digital presence.
- Crafted targeted content for young entrepreneurs, promoting **eco-conscious decision-making** and early engagement with RedGirasol since the beginning stages of their entrepreneurial journey, promoting 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 marketing strategies proposed were the winners within 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 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.