

## JEAN SEPULVEDA



### Profile

I am an MBA graduate with a primary degree in marketing and engineering. I am currently concluding a diploma in Software Development. My experience includes market research, data analysis and developing marketing strategies.

### Key strengths

- Excellent verbal and written communication in English and Spanish
- Skilled and confident with front-end and back-end languages (HTML, CSS, JavaScript and Python)
- The ability to analyse and interpret statistics
- The ability to work independently or as part of a team
- Creative with a high attention to detail
- Market research statistical software literacy (Q, SPSS and R)
- Excellent time management skills

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Old Dun Leary Road,  
Dun Laoghaire,  
Co. Dublin

### Experience

#### **Research Executive, Empathy Research. Dublin, Ireland February 2017 to July 2018**

Co-ordinating and conducting quantitative research through gathering data on consumers and the market place for companies in industries such as food and beverage, telecoms, health, retail and hospitality.

Using statistical software to manage and organise information.

Monitoring the progress of research projects.

Consolidating information into actionable items and reports.

#### **Key achievements**

-Formulating reports based on the findings to produce substantiated recommendations for the benefit of clients.

-Contributing to successful delivering of projects.

-Conducting in-depth data analysis using statistical software.

-Supporting senior members of the team with research analysis including questionnaire design, tracking of studies and report structure.

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### **Research assistant, Red C Research and Marketing Ltd. Dublin, Ireland— August 2016 to February 2017**

Analysed data gathered from surveys and interviews in various industries such as beverage, retail, telecoms, tourism and banking.

Contributed to the production of research reports and publications.

Presented information on research progress and outcomes to the bodies supervising research.

Managed and responded to project related emails.

Planned own day-to-day research activity within the framework of an agreed programme.

#### **Key achievements**

- Analysed survey data and summarised data using fact sheets, graphs, and tables.
- Modified and tested data based on qualitative and quantitative research.
- Prepared reports on research methodology and conclusions.

### **Pharmaceutical promoter, Akko Pharma. Bucaramanga, Colombia — 2014-2015**

Enhanced promotion of the pharmaceutical company products throughout the retailing sector.

Developed relationships with new clients and cemented ties with existing clients. Also, established marketing strategies as part of the marketing team.

#### **Key achievements**

- Maintained positive and professional relationships with all retailers and associated staff and management.
- Presented information to consumers with an already designated marketing strategic plan.
- Developed and implemented marketing strategies.

## **Education**

**Code Institute. Dublin, Ireland**

**Diploma in Software Development. 2018 - to date**

A program accredited by Edinburgh Napier university.

Languages, frameworks, databases and topics covered: HTML, CSS, JavaScript, Python, SQL, MongoDB, Postgres, Flask, Django, Bootstrap, Materialize, Jasmine, Heroku and GitHub.

**American College Dublin. Dublin, Ireland — MBA (First Class Honors)**

**Master of Business Administration. 2017**

**Universidad Autonoma de Bucaramanga. Bucaramanga, Colombia**

**Degree in Marketing and Engineering. 2015**

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# JEAN SEPULVEDA

## Hobbies and interests

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| Languages (currently learning German) | Psychology |
| Football                              | Reading    |
| Jogging                               | Travelling |

## References

Furnished upon request.

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