

# JAQUELINE RAZO

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## WORK EXPERIENCE

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### Market Research & Analysis Trainee

Brainnest Germany | August 2021 - October 2021

- Collected data on consumers, competitors and market place consolidating information into actionable items, reports and presentations to drive channel activation, with a focus on growing Partner Reach.
- Understood the market opportunities and the strategy to capitalize.
- Designed surveys to discover prospective customers' preferences.
- Provided competitive analysis of statistical data on various companies' market offerings, identifying market trends, pricing/business models, sales and methods of operation.

### Persuasive Sales Trainee

Diageo Mexico | March 2021 - August 2021

- Worked closely with customers, acting as an all-round business consultant to identify how they can make their business more profitable.
- Took training in handling objections, sales drivers, sales skills, sales tools, and types of customers.
- Established long-term relationships with customers (Point of Sales: restaurants, clubs, bars, and cafeterias).
- Drove new customer acquisition and success through partner impact.

### Project Executive

RBN Trade Mexico | August 2019 - November 2020

- Developed value-proposition presentations and specialized business plans that drove business outcomes to generate business and upsells.
- Coordinated the market research for multiple brands within international markets to identify areas of opportunity for Mexican agricultural products.
- Established connections with executives, businesses, and decision-makers in the assigned projects to create trust and credibility in future interactions.
- Monitored KPI's and established strategic priorities.

### Sales & Fashion Consultant

Massimo Dutti, INDITEX | November 2018 - June 2019

- Outperformed the compliance of the assigned budget.
- Developed effective communication and empathy, which improved customer acquisition and retention, client relationship, sales pursuit, and customer success lifecycles.
- Increased the sales of not displayed products or with little demand through online orders, generating more profits and freeing up space in the warehouse, which brought a transformation agenda with digital solutions that helped them better engage customers, optimize operations, transform products, and shift their business models.
- Improved partner sales velocity by ensuring partners are aware of resources and programs available to them to alleviate any friction points.
- Collaborated on the visual organization of the store, focused on maximizing the engagement with customers, thus increasing sales and profitability of the commercial space.

## LEADERSHIP EXPERIENCE

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### Planning and Management Director: IMEF Universitario Tec de Monterrey | 2019

Managed 16 events with more than 360 attendees, focused on leadership, conscious capitalism, business development, and finance.

### Snickers Challenge: Regional Winner | 2020

Created a Marketing Plan and a Project Valuation that sought to position Snickers as an icon brand in the Mexican Gaming industry; creating a strong marketing campaign, personalized merchandising, the use of data analysis, and data capture technologies (such as games trackers) to manage national gaming tournaments.

### Fundación Quinta Carmelita: Management App Design| 2020

Collaborated on the design of an app that aims to simplify the data administration of the Foundation, making a diagnosis of its main needs and designing a user experience (UX) that guarantees the accessibility of all its users through a friendly interface.

## SKILL & CERTIFICATION

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**Languages:** Fluent in Spanish and English.

**Programming Languages:** HTML, CSS, JavaScript and Python Data Analytics.

**Skills: Excel:** Data Analysis and Macros, SQL, PowerBi, Tableau, Wordpress, Copywriting, Cloud Computing, Event Planning, UX Design, User Research, Project Management, Google Analytics, Googling.

**Certifications:** AZ900 Microsoft Azure ID 991783187, Cambridge FCE, TOEFL, Pearson, Certifications issued by SME Trade Academy 2020: Export Sales and Negotiation | How to Access International Markets |Introduction to International Transport and Logistics.

## EDUCATION

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### University

Bachelor in Global Business | Tec de Monterrey, campus Ciudad de México | 2018 - 2020

Informatics Degree | Universidad Autónoma de México | graduation date until 2023 (online)

Industrial and Systems Engineering | TecMilenio | graduation date until 2022 (online)

### Exchange Programs:

Wilfrid Laurier University, Ontario | Summer 2017 , Mérici collégial privé, Quebec | Summer 2018