

JAQUELINE RAZO

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EDUCATION

University

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

Degree in Computer Science | Universidad Autónoma de México | graduation date until 2024

Industrial and Systems Engineering | TecMilenio | graduation date until 2023

Exchange Programs:

University of Waterloo, Ontario | Summer 2017 , Laurier University, Quebec | Summer 2018

WORK EXPERIENCE

Project Executive

RBN Trade Mexico | 2019-2020

- Assisted the legal area with the **drafting** of SPAs, NCNDA, LOI, LOA, and Power of Attorney.
- Directed **communication with foreign clients** regarding product information and customs requirements.
- Collaborated on the **export of agricultural products** (maize, beef and pork) to China.
- **Translated**, from English to Spanish, videoconferences to enhance the communication between seller and buyer.
- Coordinated the **benchmarking** for multiple brands within international markets (EU, USA, China, UK) to identify areas of opportunity for Mexican agricultural products.

Sales & Fashion Consultant

Massimo Dutti, INDITEX | 2018- 2019

- Outperformed the compliance of the assigned budget, maintaining a **sales range from \$20,000 to \$52,000 per day**.
- Developed effective communication and empathy, which improved my **customer acquisition and retention**.
- **Increased** the sales of not displayed products or with little demand through **online orders**, generating more profits and freeing up space in the warehouse.
- 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

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.

Cinépolis Challenge Winner: Prototype of a new business line | 2019

Created a **subscription business model** to access an exclusive space that will allow multiple urban tribes to get together and build a community.

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

Languages: Fluent in Spanish and **English**, conversational proficiency in French.

Programming Languages: elementary proficiency in HTML, CSS, **JavaScript and Python**.

Python Libraries: elementary proficiency in Pandas, Numpy, Matplotlib and Seaborn.

Skills: Excel: Data Analysis and Macros, **PowerBi, Tableau**, Wordpress, **Copywriting, Cloud Computing**, Event Planning, **UX Design**, User Research, Project Management, Adobe Photoshop / Lightroom / Filmorax, 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.