

JAQUELINE RAZO

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WORK EXPERIENCE

Data Analyst

Capital Digital | November 2021 - Present

- Extraction of data from relational databases (SQL), Facebook API (JSON), Google Analytics API, Twitter API, YouTube API, Emplifi, Web scrapping, and Automatization scripts.
- Prepared data for analysis by removing duplicates, errors, or outliers through Excel, Power Query, and Python (Jupyter notebook, Google Colab).
- Created a system that allows the monitoring of KPIs assigned to editors and content creators of major brands such as Pictoline, Chilango, Unocero, Local, Travesías, DeMemoria and Sopitas. Subsequently, this data is transformed into weekly and monthly reports that HR and Finance departments use to measure the performance of workers and ROI, helping to have a better overview of the efficiency and profitability of the company, and control over the content that is published in the different channels.
- Communicated the results to executives and decision makers with the help of visualization tools such as Tableau, Google Data Studio, and Power Bi.

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 growth partner reach.
- Understood business objectives and 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

- Built long-term relationships with customers (Point of Sales: restaurants, clubs, bars and cafeterias).
- Worked closely with customers, acting as an all-round business consultant to identify how they can make their business more profitable.
- Training in handling objections, sales drivers, sales skills, sales tools, and types of customers.

Project Executive

RBN Trade Mexico | August 2019 - November 2020

- Collaborated on the export of agricultural products (maize, beef and pork) to China.
- Directed communication with foreign clients regarding product information and customs requirements.
- 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.

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.

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.

Programming Languages: HTML, CSS, JavaScript and Python for data analysis.

Skills: measurement & insights, efficiency gains, product marketing, creative strategy, cloud computing, event planning, user research, project management, storytelling, googling, innovation, and root cause analysis.

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

EDUCATION

University

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

Industrial and Systems Engineering | TecMilenio | graduation date until 2023 (online)

Exchange Programs:

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