

JAQUELINE RAZO

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WORK EXPERIENCE

Market Research & Analysis Trainee

Brainnest Germany | August 2021 - October 2021

- Collected data on consumers, competitors and market place and consolidated information into actionable items, reports and presentations.
- 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

- Building **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.

Sales & Fashion Consultant

Massimo Dutti, INDITEX | November 2018 - June 2019

- Outperformed the compliance of the assigned budget.
- 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.

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, Adobe Photoshop / Lightroom / Filmora, 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

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:

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