JAQUELINE RAZO

Mexico City| www.linkedin.com/in/jaquelinerazo | jaquelinerazo.ordaz@gmail.com

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 | gratuation date until 2022

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.
- Advised, mainly women, how to maximize their confidence through their appearance, shopping according to their preferences and needs.
- 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

Manage 16 events focused on leadership, conscious capitalism, business development, and finance, impacting more than 340 students.

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, Google Analytics, Cloud Computing, Event Planning, UX Design, User Research, Project Management, Adobe Photoshop / Lightroom / Filmorax, Googling.

Certifications: AZ900 Microsoft Azure, 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.