

Hello, I'm

Brenda Zambrano

E-Business Analyst

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As a professional with a diverse background, I've learned the potential of working in a technological environment with a creative and people-focused perspective. I deeply enjoy working as part of a team and being part of communities and volunteering. Arrived to the UK in 2020 from Mexico.

Currently enrolled in a Data Analysis Certification with DataCamp.

Holding a Pre-settle status with right to work until 2028.

EXPERIENCE

Associate researcher

April - October 2022

Lancaster University

Worked on the Information System project Phoenix Takes Flight at Lancaster University.

Worked exploring usability and scalability challenges with community-based health support via NHS's social prescribing services, collaborating with qualitative research.

Coordinator assistant

2021 - 2022

Lancaster University

I worked for the Department of Accounting and Finance providing management and administrative support.

I contributed to coordinating educational events such as exams and providing constant communication between students, lecturers, family members and university staff.

Departmental Assistant

2021-2022

Lancaster University, UK

Worked on providing solutions to students and staff regarding general queries.

Provided support on the creation of reports using Excel using data extraction from the university's software LUSI.

Student Ambassador

2020-2021

Lancaster University, UK

Presented engaging online content to students in English and Spanish during covid-19, content included life on campus, studies in the management school, and advice for studying overseas.

ENTREPRENEURIAL EXPERIENCE

Chief Operational Officer

2014-2018

Setih, Mexico

Created a start-up focused on teaching digital tools such as HTML, JavaScript and CSS for entrepreneurs to position themselves more effectively in a competitive market with personal branding and content marketing.

Participated in conferences as a speaker in Mexico sharing entrepreneurial experience in events like Campus Party, Monterrey Inc and Jalisco Talent Land.

Participated in Stripe incubator for 3 months learning about company obligations, content management, and legal requirements to handle a company internationally.

Marketing and Learning Coordinator

2019-2020

Code Party, Mexico

For 6 months I provided support to the startup Code Party, which works on creating workshops and STEAM activities for kids between 6-16 years old.

Researched new methodologies and technologies used for STEAM learning and created new activities with the use of laser cutting, 3D printing, and circuits.

Used email marketing strategies with Mailchimp to keep clients updated with new events and newsletters.

Created designs for online marketing campaigns using Photoshop, InDesign, and Canva.

LANGUAGES



English



Spanish



Italian



Japanese

COURSES

Data Camp

- Introduction to Python
- Introduction to SQL
- Understanding Data Visualization
- Intermediate SQL
- Joining Data in SQL

Google

- Fundamentals of Digital Marketing

EDUCATION

Lancaster University. England

2020 - 2021

MSc:E-Business & Innovation

- Graduated with Merit
- 6 months consultancy project in healthcare
- Management School Student Ambassador
- Participated in Digital Hospital Hackathon 2021
- Worked on projects with people of over 6 countries

Iberoamericana University. Mexico

2012 - 2018

Bachelors: Communication

- Marketing and Media Director of TEDxIberoPuebla 2017
- Work experience at streaming company Ibero Live
- Participated in Incubator program with startup Setih
- Co-host of universitie's online program "Millenials"
- Developed organization communication strategies

HARD SKILLS

SQL

Research

Excel

Digital marketing

Python

HTML

Data Analysis

Languages

UX

SOFT SKILLS

Problem Solving

Time Management

Creativity

Adaptability

Team Work

Communication

Self Motivation

PERSONAL PROJECTS

Communication Manager

2021-2022

Newtown Science Festival, UK

- Created the first Science Festival in Newtown, Wales. Worked as a team of 2 supporting the idea to increase the number of scientific events in rural areas of Wales to create interest in scientific careers.
- Managed the marketing strategy and designs for the festival. Had a budget of £700 using a total of £630.
- Created a digital strategy with Excel, analysed the numbers from social media and created a paid campaign to achieve successfully more than 400 visitors, having previously estimated 250.
- Organised 10 volunteers for the event, providing tasks and guidance.

Founder and Organizer

2015-2017

Open Hack Nights, Mexico

- Created a community to support my startup's brand Setih called Open Hack Night,
- Hosted events for young entrepreneurs to develop national networking opportunities.
- Organized events in 5 cities in Mexico with more than 500 members of the community.
- Gather sponsors from different companies like Moctezuma Group, Epic Queen, Platzi and Campus Party.