

## **Brenda Velazquez Zambrano. Business Analyst**

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[LinkedIn Profile](#), [Website](#)

### **Profile**

E-Business graduate with experience in research, academia and the tech sectors with specific entrepreneurial experience running a company in Mexico for four years. Mexican with Pre-Settle Status.

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### **Education**

**2020-2021 MSc E-Business & Innovation, Lancaster University, UK.** Overall result: 67%

- Created business proposals and worked with businesses to improve their management structures.
- Participated in a 3-day medical hackathon organised by Fujitsu; Developed an idea with a 5-member team in a limited time and presented the concept with UX and UI designs.
- **Dissertation title:** "Applying Theory of Effective Use to Improve Telemedicine Systems for Physicians." Focused on a Consultancy project and Dissertation. The purpose of the consultancy was to study the effectiveness of the User Experience on the app physicians use to practice telemedicine.

**2012-2018 Communication Degree, Iberoamericana University, Mexico.** First-year result: 89%

- Content creation includes online, newspaper, audio-visual, radio scripts, photography and production.
  - Developed technical skills in Adobe Acrobat, Premiere Pro, Audition, After Effects, Lightroom, Microsoft
  - **Dissertation:** "Choosing Your Own Path" is a book of short stories and activities for high-school students to improve their communication about future paths and educational opportunities.
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### **Work Experience**

**08/23 - Now Lecturer Assistant, Benemérita Universidad Autónoma de Puebla (BUAP)**

- Design materials and support the "Methodology to Teach English" module for the Pedagogy students.
- I am giving online lectures once a week to over 50 students in English.
- We are creating connections between universities in the UK and the BUAP to create new opportunities for students and give them access to resources, events, and scholarships.

**Skills:** *Content production, Online teaching, Communication.*

**04/22 – 10/22 Research Associate, Phoenix Takes Flight, Lancaster University, UK**

- Researched the impact of Social Prescribing Systems in the UK as part of a team of 5 professionals.
- Supported the creation of the literature review for the project, helped collect papers from the subject based on the research parameters, and screened over 500 papers using Rayyan software.
- Designed the instruments for data collection and managed interviews.
- Supervised an intern for 8 weeks, providing instructions and support, enabling the intern to work confidently whilst providing structured feedback on their performance.
- Managed communication with stakeholders. Delivered constant updates and meetings, providing in-person visits to discuss progress and areas of opportunity for the research.

**Skills:** *Qualitative research, Data analysis, Data collection, Stakeholder communication, Time management*

**09/21 – 04/22 Departmental Assistant, Lancaster University, UK**

- Worked at the Economics Department, being part of a team of 7 members.
- Supported the department during exam period using LUSI software to record exam data, including identification of students, modification of grades and alerting tutors and lecturers of possible situations.
- Managed first contact communication with staff and students for general queries and managed online communication platforms to liaise information with students.
- Provided support for creating reports using Excel, extracting information from LUSI, analysing data and providing graphics and information included in reports.

**Skills:** *Microsoft Excel, Customer service, Teamwork, Problem-solving, Data Visualization.*

## **2014– 2018 Chief Operational Officer, Setih, Mexico**

- Created a start-up focused on teaching entrepreneurs digital tools such as HTML, JavaScript and CSS to position themselves more effectively in a competitive market with personal branding and content marketing.
- Worked with Platzi, a YC company providing 3 online talks on Platzi's platform.
- Presented conferences in 5 different cities in Mexico, at events like Campus Party and Jalisco Talent Land.
- Participated in Stripe Incubator 2016 for three months and learned about company obligations, content management, and legal requirements to handle a company.
- Created a community called Open Hack Night, hosting events for young entrepreneurs to develop national networking opportunities. Hosted events in 5 cities in Mexico with more than 500 members.

**Skills:** *Entrepreneurship, Public speech, Digital marketing, Networking, Business development.*

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## **Positions of Responsibility**

### **10/20 – 09/21 International Student Ambassador, Lancaster University, UK**

- Collaborated with student ambassadors from 10 countries to consider the best options to promote the university and connect with potential students visiting the campus.
  - Presented interesting 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.
  - Participated in events with families and gave tours of the campus. Managed groups of 20 people and events of 200 people, answering queries and providing information from a student perspective.
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## **Personal Projects**

### **08/23 – Now Translator, The School's Observatory, Liverpool**

- Working on translating the resources from The School's Observatory's website from English to Spanish.
- Working with the Benemerita Universidad Autonoma de Puebla (BUAP) to provide feedback about valuable resources for English lecturers in Mexico.
- Working with members of The School's Observatory to reach deadlines and provide information about telescope visits to Spanish speakers.

**Skills:** *Translation, Spanish, Project management, HTML.*

### **10/21 – 09/22 Communications Manager, Newtown Science Festival, Wales**

Worked as a team of 2 supporting the idea to increase the number of scientific events in rural areas of Wales.

- Supported the successful application for funds at the Royal Astronomical Society for £1000 to invest.
- Managed the marketing strategy and designs for the festival, creating flyers, social media posts, t-shirts, decorations and educational material. It 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 successfully achieve more than 400 visitors during the day, having previously estimated 250.
- Organised ten volunteers for the event, providing tasks and guidance on treating the visitors and approaching any possible situation; this allowed the festival to run with no incidents.

**Skills:** *Digital marketing, Event coordination, Publicity, Digital design.*

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## **IT Skills**

**SQL:** Certification from Data Camp

**Python:** Certification from Data Camp.

**HTML & CSS and JavaScript:** Certification from Platzi

**Adobe Cloud:** Photoshop, Premiere, Audition, After Effects and Lightroom, Adobe Acrobat and Reader.

**Microsoft Office:** Microsoft Word, PowerPoint and Excel.

**Sketch:** Master's degree

**Mailchimp and Google Analytics**

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## **Languages**

**Spanish:** Native Language

**Italian:** Conversational

**English:** Professional

**Japanese:** Conversational.