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## SUMMARY

Data and impact assessment specialist with 8+ years in monitoring, evaluation, and data analysis for international sustainability and climate programmes. Expert in designing frameworks for impact measurement, results-based management, and evidence-based reporting. Experienced in multicultural, cross-regional environments supporting UN SDGs 8, 9, and 13.

## KEY STRENGTHS

- Impact Assessment
- Performance Benchmarking
- Research & Mixed Methods
- Audience Intelligence
- Narrative Tracking

## EXPERIENCE

### Data & Audience Insights Strategist

2021 - Present

#### European Climate Foundation

- Led analytical design for international climate programmes
- Designed 3 impact assessment frameworks
- Collaborated with EU partners and philanthropic consortia

### Digital Marketing Volunteer

Jul 2025 - Nov 2025

#### iHealth and Wellness Foundation

- Supported digital outreach for nutrition and preventive health campaigns
- Created social posts, blog content, and newsletter drafts for broad audiences

- Contributed audience research to guide content resonance across channels

## Marketing & Communications Manager

2018 - 2021

### Fidelizator

- Built the marketing function during a high-growth period
- Introduced planning frameworks and performance monitoring, improving productivity by 50%
- Led webinar-led demand generation with 15+ webinars and about 10% conversion

## Customer Success Manager

Jan 2018 - Jan 2019

### EADBOX e-learning platform

- Built the Customer Success operating model with onboarding playbooks and lifecycle workflows
- Managed 30+ VIP accounts and delivered 90% CSAT
- Standardized onboarding and enablement to improve adoption

## Digital Marketing Intern

Jan 2017 - Jun 2017

### Real Estate Area Casa

- Supported planning and execution of digital marketing initiatives
- Conducted competitive and audience research for content strategy
- Collaborated on SEO updates and listing optimization across channels

## ACHIEVEMENTS

### Built and scaled Customer Success function (SaaS)

- Designed the Customer Success operating model: team structure, onboarding playbooks, and lifecycle workflows.
- Managed 30+ VIP customers and delivered 90% customer satisfaction.
- Strengthened retention through tailored support and proactive success tracking.

### Optimized onboarding, service quality, and client experience

- Standardized onboarding and enablement framework across client interactions.
- Reached 90% positive customer feedback on onboarding quality.
- Improved operational efficiency by clarifying roles and service processes.

### Drove demand generation through strategic digital initiatives

- Executed a webinar-led growth strategy with 15+ webinars and about 10% conversion.
- Used performance insights to refine messaging, formats, and targeting.
- Contributed to lead acquisition and pipeline growth during market disruption.

### Strengthened marketing strategy and organizational performance

- Built and structured the marketing function during a high-growth period.
- Introduced planning frameworks and performance monitoring.
- Improved team productivity by 50% through focused execution.

## EDUCATION

### Master's in Business Analytics

Aston University, Birmingham, UK

2026

- Data-Driven Decision Making
- Predictive Analytics
- Strategic Problem Solving
- Consulting & Impact

### Master's in Global Business Management

Rennes School of Business, Rennes, France

2016

- Strategic Leadership
- Cross-Cultural Communication
- Global Management
- Project Execution

### BA in International Business

Universidad de La Salle, Bogotá, Colombia

2016

- Global Strategic Thinking

- International Business & Policy Analysis
- Cross-Cultural Leadership
- Contextual Communication & Negotiation

## TECHNICAL SKILLS

### Impact Assessment

Power BI, Excel, Tableau, BigQuery

### Audience Intelligence

Brandwatch, BuzzSumo, Audiense, Google BigQuery

### Performance Benchmarking

Tableau, Looker Studio, Google Analytics, Excel

### Narrative Tracking

Brandwatch, Talkwalker, NVivo, ATLAS.ti

### Research & Mixed Methods

Survey Design, Qualitative Coding, Content Analysis,  
Excel

### Capacity Building

Training Facilitation, Documentation, Data Literacy,  
Workshop Design

## LANGUAGES

English - Fluent

Spanish - Native

Portuguese - Advanced

French - Working Proficiency

## RECOGNITION

2023 Recognized for designing data frameworks enhancing cross-regional M&E

2024 Performance systems referenced in multi-country impact assessments

## FEATURED WORK

Audience Intelligence Framework →

Performance Benchmark System →

Narrative Tracking System

