



+ 9 Experience

Andrea Catalina Acevedo Bohórquez

Digital Communication, Marketing, Technology, and Education

Learning manager and coordinator, Master's degree in Innovation and Educational Technologies and UX/UI, specialized in Marketing, with over 9 years of experience in developing strategies and internal communication experiences, brand building, coordination and production of educational resources, management of educational innovation projects, and training in technological tools. Over the past 6 years, my work has involved creating, producing, and adapting content according to user needs and experiences, trend research, users understanding, relationship building, as well as managing educational innovation and communication projects in Higher Education. My passion is to learn, share, and work in collaborative environments with multicultural and multidisciplinary teams, focused on achieving goals by creating immersive experiences using technologies, while enjoying the creative process and planning, maintaining an active commitment to sustainability

I am a native Spanish speaker, fluent in English, and currently learning French.

SKILLS

Main skills

Teamwork, communication, creativity, planning, learning experience design, research, project management, organization, proactivity, curiosity, problem resolution, learning analytics and production.

E-learning authoring tools

LMS: Moodle, Blackboard, Canvas.

UI/UX Design: Illustrator, Photoshop, Analytics.

Front-End Development: HTML5, CSS5, Javascript,

Collaboration and Communication : Teams, Zoom, Office 365, SharePoint, Chat GPT, Midjourney, Wooclap, Padlet.

Instructional Design and development

Design Thinking, Agile Methodologies, SCRUM, User Experience and Interface (UI/UX).

ADDIEM, Universal Design for Learning (UDL), Bloom's Taxonomy, Backward Design, SAM.

PROFESSIONAL EXPERIENCES

Learning Manager + communication ESSCA - IPA (2022 - currently)

- Coordination, management, and advisory of educational innovation projects.
- Advisory and training for teachers in the use of tools and production of educational resources for digital environments.
- Research and recognition of needs and behaviors of audiences (Design Thinking, JourneyMap, Archetype).
- Exploration and participation in educational innovation events and trends.
- Support for new teachers, guiding them in adopting new pedagogical practices and ensuring an effective transition.
- Design, management, and implementation of strategies for promoting the services of the Center and its training agenda.
- Analyzed data from evaluations and communications projects.

Multimedia Producer + communication - EAFIT UNIVERSITY - EXA (2017 - 2021)

- Design, production, and implementation of e-learning content, materials, and resources.
- Collaboration with teachers and external vendors in the development of innovative projects.
- Training of teachers in the use of digital tools to create innovative learning experiences.
- Design and development of communication strategies for the EXA Center.
- Research on media and communication channels.
- Exploration and participation in educational innovation events and trends.
- Assurance of quality and effectiveness of educational resources in digital learning environments under Quality Matters standards.
- Analyzed data from evaluations and communications projects.

Research - Côte d'Azur University (2020-2021)

- Research project about How to evaluate immersive experiences used with technology through a combine method with the Remind Method, based on the experiences with CreaCubes task and problem solving.
- Research project on how to adapt from face-to-face STEAM practices to virtual, blended and hybrid mode.

Digital Content Editor - Multivacaciones Decameron (2015 - 2017)

- Design, edit and produce content for the website, social media, and email marketing campaigns.
- Develop marketing experiences and strategies
- Coordinate the national and international e-commerce campaigns to increase traffic, leads, build new databases and conversion through digital channels.
- Analyze email marketing data and experiences.

Professional Graphic Designer - Alberto Merani Foundation - ETB Academia (2014 - 2015)

- Designed customer service and technical support modules for the call center, aiming to train specialists on providing assistance to customers facing issues with their accounts, payments, internet, and telephone services.
- Developed step-by-step activities to facilitate user proficiency in utilizing support tools.
- Implemented gamification in the assessment process to enhance user engagement and improve learning outcomes.
- Created visually appealing posters to communicate upcoming modules within the Learning Management System (LMS).

Webmaster - Montessori British School (2013 - 2014)

- Webmaster, design and content producer for websites, social media, newsletters, and magazines.
- Design and manage email campaigns.
- Create social media strategies to increase engagement and better brand positioning.
- Design guides and resources for the classes with teachers (Presentations, serious games, newsletters, infographics, videos, etc.).

Volunteer experience - Hub School 21 (2021 - 2022)

Participate in the translation from French to English and Spanish versions of the website, newsletters, and infographics of the school.

FORMAL STUDIES

CEI – Escuela de Diseño y Marketing 2023 - currently Web development and UI/UX	Université Côte d'Azur 2019 – 2021 MSc Smart EdTech, Co-Creativity and Digital tools for Educational Innovation
EAN University 2016 - 2017 Specialization in Marketing and Business Management	Jorge Tadeo Lozano 2005 – 2011 Graphic Design Professional Multimedia and Audiovisual Production Technology

LANGUAGES	COURSES
<ul style="list-style-type: none">• Spanish - Native• English – C1 level - TOEIC certification 2018• French – B1 level - TEF certification 2022	<ul style="list-style-type: none">• Project Management Fundamentals (Nov 2023)• Google Project Management (Coursera 2023 – currently).• Digital Marketing – Google 2018• Facebook Business & Google Analytics 2017