

Eric Yáñez

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Education

Universidad Panamericana | Mexico City, Mexico

Expected Graduation: July 2023

- Bachelor of Science, Business and Finance.
- Member of the Business Case Competition Club.

Collective Academy | Mexico City, Mexico

Expected Graduation: July 2021

- Collective Compass Program
- Certificate in Professional Skills, Entrepreneurship and Marketing.
- One of the 18 young people selected from all over LATAM to be part of the first generation of Collective Compass.

Extracurricular Activities

- Inter-College Business Competition (I.C.B.C) 2020 finalist in Business Ethics at Queen's University. Analyzed a bankruptcy business model to provide the most efficient and ethical solution.
- National Association of Small Business International Trade Educators (NASBITE) 2019 Case Competition finalist at Georgia, USA. Business case analysis of AdEdge Water, a Chilean water treatment solutions company, pursuing to enter the Mexican market.
- Campus finalist of Hult Prize at Universidad Panamericana CDMX.

Experience

Holacasa www.holacasa.mx | Mexico City, Mexico

Jun 2020 - Present

Founder

Holacasa is a PropTech startup which main focus is to analyze and select the greatest properties from the top Real Estate Agencies and Developers in Mexico City, to help buyers make the best Real Estate investment decision.

Punto45 Bienes Raíces | Mexico City, Mexico

Oct 2019 - Present

Project Business Analyst

- Responsible for digitalization of all the sales operations.
- In charge of creating the offline and online marketing strategy, increasing the annual sales in 12%.
- Real Estate agent, have done transactions for over 30,000,000.00 mxn.
- Responsible for gathering data to create and improve current business units.

Oochel Wellness Image Consulting | Mexico City, Mexico

Oct 2019 – June 2020

Community Manager

- Responsible for creating social media content.
- Involved in the logistics of several offline business courses, increasing company revenue by 200% in the first quarter of operations.

Llave Bienes Raíces | Mexico City, Mexico

Summer 2019

Summer Intern

- Real Estate Agent.
- Creating client reports and managing CRM systems.

Courses

- Mortgage Broker Certification at SOC University (2020)
- Real Estate Pivots Program at Orange Academy (2020)
- Investment Course at BBVA Bancomer (2019)
- Course Investment Portfolios at Universidad Anahuac Sur (2017)

Skills and Interests

- **Skills:** Rapport Building, Strategic Prospecting, Public Speaking, Entrepreneurship, Writing Skills, Adaptability, Ethical Behavior.
- **Languages:** Naive in Spanish, Fully profesional in English. Basic Chinese.
- **Interests:** Real Estate, Entrepreneurship, Innovation in LATAM, PropTech, Venture Capital and Positive Psychology.