



# Inés Baptista

Looking for an internship or entry-level job

Availability: July 2019

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Paris, France

## EDUCATION

|  |                  |
|--|------------------|
| <b>MSc Digital Marketing &amp; Data Science, EM Lyon Business School, Paris, France</b>  | <b>2018-2019</b> |
| <ul style="list-style-type: none"><li>Semester abroad and in-company project in Shanghai, China</li><li>Innovation and entrepreneurship learning trip in Boston, US</li></ul>  |                  |
| <b>BSc (Hons) International Management, The University of Manchester, UK</b>   | <b>2014-2018</b> |
| <ul style="list-style-type: none"><li>Final result: 1<sup>st</sup> Class</li><li>Completed courses in the fields of Finance, Accounting, Big Data and Business Analytics, Statistics, Strategy, and Organizational Behaviour</li></ul> |                  |
| <b>Exchange year, Vrije Universiteit Amsterdam, The Netherlands</b>  | <b>2016-2017</b> |
| <ul style="list-style-type: none"><li>Minor in Applied Econometrics. Modules include Econometrics, Time Series, Empirical Marketing and Empirical Econometric Modelling</li></ul>  |                  |

## PROFESSIONAL EXPERIENCE

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|---|---------------------|
| <b>Digital Consultant, AKKA Technologies, Shanghai, China</b>   | <b>Apr-Jul 2019</b> |
| In-company project consisting on developing a digital strategy for improving brand awareness and recruitment in China through social media  |                     |
| <b>Intern, Aslan Asesores &amp; Abogados, Bilbao, Spain</b>   | <b>Jun-Aug 2017</b> |
| Assistant in an accounting, fiscal, labour and legal consultancy firm specialised in small businesses, performing tasks such as business analysis and managing clients' accounting activity and tax obligations |                     |

## LANGUAGES

- Spanish: Mother Tongue
- English: Fluent
- Basque: Fluent
- French: Beginner
- Mandarin: Beginner

## COMPUTING SKILLS

- Proficient in Microsoft Office
- Programming languages R, Python and SQL
- Statistical packages SPSS, Stata and Eviews
- Data visualization tools Tableau and Power BI

## VOLUNTEERING & ACTIVITIES

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|--|------------------|
| <b>Winner at the Digital Night, EM Lyon, Paris</b>   | <b>Nov 2018</b>  |
| Member of the winning team for presenting a digital project for Dassault Systèmes at the 3 <sup>rd</sup> edition of the Digital Night consulting competition |                  |
| <b>Peer mentor, The University of Manchester</b>   | <b>2017-2018</b> |
| Provided academic and personal guidance and advice to first year students of the Business School through regular meetings                                    |                  |
| <b>Treasurer of the Spanish Society, University of Manchester</b>  | <b>2016-2018</b> |
| Managed the budget and expenses of the society to organize cultural events   |                  |