

Josué ZOZOAGA

b00785088@essec.edu

+33 07 67 55 00 73

LinkedIn : Josué Gerardo Zozoaga Ramos

Passionate about strategic marketing, e-business, luxury industry and entrepreneurship. Committed to continuous improvement and impacting team success. Looking for a 24-month, semi-annual full-time apprenticeship / paid internship.

EDUCATION

ESSEC Business School, Global BBA

Cergy, FR

Bachelor of Business Administration

- Specialized in strategic marketing, innovation strategies, innovative merchandising and entrepreneurship.
- Accredited courses in French and English.

Tecnológico de Monterrey, PBB

León, MX

General degree

- Accredited entrepreneurship, mathematics, physics, chemistry, philosophy courses.

EXPERIENCE

Zozoaga Café Roasters (Specialty coffee roasting, wholesaling and retailing)

León, MX

Co-founder, marketing/sales, customer service and B2B collaborations

- Created and implemented niche marketing campaigns including use of social networks.
- Developed and monitored a Shopify online store.
- Designed the 2 last product packaging versions.
- Built B2B commercial relationships with restaurants and coffee shops.
- Conceived and planned the future point of sale design and organization of the new PoS based on neuromarketing, hosting and customer experience principles.

Yield – AE (Accounting firm)

León, MX

Business Account Statement Verification Intern

- Screened clients account statements.
- Assembled income, expenses and invoice information for monthly tax returns in Excel spreadsheets.

DeForest (Law firm)

León, MX

Assistant Associate Intern

- Translated confidential commercial agreements from Spanish to English.
- Created visual resources for meetings with clients using the Microsoft Suite and Canva.

LANGUAGES AND OTHER SKILLS

Languages

English - Bilingual **French** - Fluent **German** - Beginner **Spanish** - Native

Computer skills

Microsoft Office, Canva, Meta Business Suite, Adobe XD, Adobe Acrobat, Adobe CC, Shopify, Filmora Share, Teta App, Cap Cut, HTML/CSS basics.

INTEREST AND CERTIFICATIONS

Interests

Strategic marketing, Consulting - Strategy, Entrepreneurship, Data analysis, Business relations, Luxury market, Merchandising & Retailing, Innovation, UX Design.

Certifications

UX Design Fundamentals (CalArts), Digital Transformation (Darden School of Business), Spreadsheet Modeling (Harvard Business Publishing), Facebook for SMEs.