

## Contact

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(LinkedIn)

## Top Skills

Problem-Solving

Analytical Thinking

Creative Strategy

## Languages

Ruso (Full Professional)

Inglés (Limited Working)

Español (Native or Bilingual)

Alemán (Elementary)

Catalán (Professional Working)

## Certifications

Personal Image Consulting

Data Classification

UGC Content Creator

## Honors-Awards

Semifinalist of the Sprint Up  
educational project

Participation in the RGSU Selection  
Championship for WorldSkills Russia  
Standards

Tax Passport Program

Tax Culture Education Program

Community Engagement Project –  
Marketing Promotion

## Publications

The Impact of Global Inflation on  
Major Stock Market Indexes and Its  
Future Prospects

Foreign Economic Relations  
Between Russia and the Republic  
of Ecuador in the Context of Global  
Trade and Globalization

# Jennifer Karolina Bravo Shigui

Data & Business Analyst | UGC Creator & Brand Collaborator |  
Tourism, Strategy & International Communication  
Rubí, Catalonia, Spain

## Summary

I am a multidisciplinary professional with international experience in tourism, foreign trade, translation, and digital content creation. My career combines management, communication, and global strategy, developed in dynamic and multicultural environments.

I am currently transitioning into the technological and analytical field, training in Data Analysis, Data Science, and Business Intelligence. My goal is to integrate my business and creative background with data analytics to deliver strategic, innovative, and insight-driven solutions.

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## Experience

### Independent Professional

Content Creator & UGC Brand Collaborator

January 2025 - Present (11 months)

Spain & International

During this stage, I have collaborated with beauty, fashion, and lifestyle brands, designing content strategies focused on audience insights, metrics, and digital performance. My work involves planning, producing, and evaluating campaigns across platforms such as YouTube, TikTok, and Instagram, applying a strategic and analytical approach to optimize engagement and conversion.

I have achieved viral videos with over 2 million views on TikTok and built a community of more than 2,400 subscribers on YouTube, strengthening a growing digital presence with authentic and visually professional content. Additionally, I develop digital resources and support materials for creators and brands.

### Kiriliza

Audiovisual Translator & Copywriter (RU → ES)

June 2023 - Present (2 years 6 months)

## Russia

As an audiovisual translator, I specialize in the cultural and linguistic adaptation of scripts, films, and series, ensuring the accuracy and integrity of the original message. This role requires strong analytical skills, attention to detail, and close coordination with editing teams. I have contributed to technical review and subtitle synchronization, enhancing the final quality of projects and strengthening communication between production and localization departments.

## Independent Professional

### International Mobility & Visa Consultant

September 2018 - April 2024 (5 years 8 months)

## Russia

In this role, I advised and supported international students throughout the entire academic mobility process, from visa management to their arrival and integration into new universities. I implemented case-tracking systems and databases that streamlined document management and improved overall process efficiency. My work combined organizational skills, intercultural communication, and issue resolution, ensuring a safe and effective experience for each student.

## Exportdist

### International Trade Manager

September 2022 - May 2023 (9 months)

## Russia

My main responsibility was to drive the company's international expansion by identifying business opportunities and managing B2B operations. I analyzed markets and financial data to optimize export agreements and ensure operational profitability. I also coordinated cross-functional teams and contributed to the development of performance reports, applying an analytical approach to improve strategic decision-making.

## Absolut

### Quality Monitoring Analyst

June 2021 - August 2022 (1 year 3 months)

## Moscow

During my experience at Absolut, I was responsible for monitoring call center service quality by listening to and evaluating operator calls to ensure compliance with established service standards.

I analyzed key performance indicators (KPIs) and prepared performance reports, identifying improvement opportunities in operational processes and customer experience.

This role strengthened my skills in data interpretation, performance reporting, and analytical communication, reinforcing my interest in data analysis applied to continuous improvement.

### Hotel Metropol Moscow

#### Front Desk & Guest Relations Agent

December 2020 - May 2021 (6 months)

Moscow

I was part of the front desk and guest relations team at a five-star hotel, providing personalized support to international guests. I managed reservations, check-ins, and payments using CRM systems, ensuring data accuracy and operational efficiency. I also assisted in monitoring satisfaction indicators and coordinating with other departments, contributing to an improved guest experience and overall service quality.

### Lady Sports Stores

#### Administrative & Accounting Assistant

February 2015 - June 2016 (1 year 5 months)

Ecuador

I supported the administrative and accounting department by performing bank reconciliations, recording accounting entries, and preparing financial reports. I contributed to the optimization of internal processes by creating Excel control sheets and analyzing economic data, which helped improve reporting accuracy and decision-making.

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## Education

### Women in Data Barcelona

Data Analytics for a Sustainable Future · (September 2025 - November 2025)

### Plekhanov Russian University of Economics (PRUE)

Master's in International Economics and Business, International Economics and Business · (September 2021 - August 2023)

### Russian State Social University (RSSU)

Bachelor's in Integrated Tourism Services & Tourism Product  
Development, Tourism Services & Tourism Product Development · (September  
2017 - July 2021)

### High School Eloy Alfaro

High School Diploma — Accounting and Business Management, Accounting  
and Business Management · (April 2012 - February 2015)