

# Wendy Natalia Peña Acosta

## International Business / Marketing

Double bachelor's degree at Santo Tomás Unibersity. International Business (Graduated) and marketing (Senior year). Bilingual (English-Spanish), with communicative and negotiation skills. High degree of commitment, creativity and leadership. Experience in the management of CRM and market intelligence at the international level.

### Personal Info

#### Address

Calle 135 B # 108 -09

Bogotá, Colombia

#### Phone

+(57) 3014238244

#### E-mail

natalia.acosta122@gmail.com

#### Place of birth

Bogotá

#### Date of birth

1994-11-11

#### LinkedIn

linkedin.com/in/natalia-peña-acosta

### Languages

#### English B2



Advanced English. Wall Street  
Institute. Bogotá, 2017.

#### Spanish



Native

### Skills

#### Leadership



#### Adaptability



#### Digital Marketing



#### Google



#### Adwords

### Software

#### Office



#### Euromonitor



#### Google



#### AdWords

#### Photoshop



### Experience

2016-07 -

2017-01

#### International Business Intern

*CasaLuker SA*

- Optimization of the international commercial information management to the elaboration, control and monitoring of KPIs needed for the demand handling and fulfillment of commercial objectives.
- Design and execution of the international CRM plan: selection and validation of information, identification of potential clients (50 clients), and integration into the web platform.
- Successful performance in international clients meetings that allowed to improve the commercial relations and strengthen the image of the mark.

### Additional Activities - Entrepreneurship

2015-08 -

2016-04

#### CEO

*Industrias Textiles S.A.S*

- Design and development of the business plan - Legalization of the company.
- Planning and successful participation in events such as brand launch and business fairs. Third place at the "Tomasino entrepreneurship fair", more than 50 participating companies.
- Duplication of working capital in the first month of operation.
- Design and execution of the social media strategy.

### Education

2012-01 -

2017-03

#### International Business, Santo Tomás University

Honorary Diploma Cum Laude, Academic excellence

2014-08 -

present

#### Marketing, Santo Tomás University

### Courses

2016

7th International Congress RACNI (Academic Network of Commerce and International Business), Santo Tomás University

2016

IV International Marketing Seminar, Santo Tomás University

2017-09

Marketing digital, Marketing Digital Academy, Bogotá

2017 -

present

Digital marketing, "Actívate Google", IAB Spain (Interactive Advertising Bureau)