

# PAULA MUÑOZ

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## EDUCATION

### Scrum.org

Professional Scrum Product Owner I Course Certification

### Nova IMS

Master's Degree in Data Driven Marketing with specialization in Digital Analytics

### Universidad del Desarrollo

Bachelor's Degree in Communications and Journalism

### Lergenfeld Gymnasium

Exchange Program

### Online

Exam completion date: Sep 2025

### Lisboa, Portugal

Graduation Date: Nov 2024

### Concepción, Chile

Graduation Date: Sep 2020

### Klagenfurt, Austria

Exchange Date: 2012-2013

## SKILLS

**Agile and Product Management:** Scrum, Jira, Confluence, Mural, Notion.

**Reporting:** Excel, Google Analytics 4, Brandwatch, CTR/CTM.

**Tools & Platforms:** Figma, Qualtrics, SaaS, Google Ads, SEO/SEM, Adobe InDesign.

**Languages:** Python.

## EXPERIENCE

### NielsenIQ, Portugal — *Research Analyst*

August 2023 - Present

Delivered 20+ research and analysis projects across key FMCG sectors, including confectionery, beverages, pharmaceuticals, cleaning products, and skincare, providing strategic recommendations that supported successful product launches and concept validation.

- Led the ARC team on 9 major projects, earning the highest CSAT in client evaluations.
- Received direct commendations from clients and internal stakeholders for excellence in insight delivery and collaboration.
- Gained a broader, cross-category understanding of consumer behavior and market dynamics.
- Created targeted consumer segments based on specific product requirements to optimize audience reach.

### Nova IMS, Portugal — *Design Thinking Researcher*

January 2024 - October 2024

Explored Generative AI integration into Design Thinking's empathize phase using Extreme Users and Parallel Universe ideation.

- Designed and executed two experiments comparing human-centered and AI-enhanced approaches, involving 25+ participants and 5 experts.
- Demonstrated that combining AI and human insights led to 62.5% stronger empathy outcomes in Extreme Users and 66% innovation impact in Parallel Universe ideation.
- Developed a validated hybrid framework for enhancing creativity and empathy in early-stage design, adopted in 2 collaborative workshops.
- Delivered quantitative and qualitative insights using Python-based analysis and thematic coding, improving decision-making and problem framing.

### Nova IMS, Portugal — *Student, Relevant Project Experience*

September 2022 - November 2024

#### **Project of Consumer Innovation II Course Unit Jan 2023 - June 2023**

Acted as Product Owner for Smoke(less), a behavioral health innovation designed to reduce smoking through financial incentives and wearable tech; led a cross-functional Agile team using Jira, Miro, and Figma across sprints to deliver a validated MVP. Defined and aligned product vision, strategy, value proposition, and product goal using Business Model Canvas and lean frameworks, while managing backlog prioritization and sprint planning to ensure timely delivery.

#### **Project of E-Commerce II Course Unit 2022 - Jan 2023**

Conducted target segmentation and built a Shopify site supported by social media, blog content, Google/Facebook Ads, and email marketing. Designed and implemented cross-platform content using keyword research to boost brand visibility, customer acquisition, and sales.

#### **Project of Digital Analytics II Course Unit Sep 2022 - Jan 2023**

Analyzed Google Merchandise Store using Google Analytics to identify performance gaps—slow page load (avg. 3.91s), low ROI from paid campaigns, and high bounce rates. Applied A/B testing across devices to optimize landing pages and improve conversion rates.

### Carrear Break — *Gap Year*

June 2021 - July 2022

### S&K Comunicaciones, Chile — *Junior Marketing Specialist*

January 2020 - December 2020

Led end-to-end project planning and execution, increasing social media outreach by 35% through targeted digital content campaigns. Managed press releases and media relations to elevate brand visibility, while co-developing B2B marketing strategies that successfully attracted new clients and expanded the company's market presence.