

DANIELA ALEXANDRA BAUTISTA JACOBO

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PROFESSIONAL SUMMARY

With a background in business management, digital marketing and human-centered solution design, my purpose is to connect businesses with human-centered experience design to create engaging and meaningful solutions and experiences for users as well as opportunities for growth and value generation for companies.

EDUCATION

IE BUSINESS SCHOOL

Master in Customer Experience & Innovation

Madrid, Spain
September 2021 - July 2022

- Worked in different projects as project manager, service designer and business designer with a consulting focus for companies such as **Hertz**, **Banco Santander**, **IBM**, **i4Life**, among others. | GPA: 3.7/4.0.

TOULOUSE BUSINESS SCHOOL

BBM – Bachelor In Business Management

Barcelona, Spain
August 2018 – August 2021

- Major in Innovation Management & Entrepreneurship | GPA: 3.7/4.0.

PROFESSIONAL EXPERIENCE

IE Business School Executive Education

Special Projects Assistant

Madrid, Spain
October 2022- Present

- Collaborated with Special Projects Coordinators and Managers to deliver exceptional experiences for executive program students.
- Leveraged student feedback and my experience to drive internal improvements and ensure program excellence.
- Built and maintained cross-functional relationships with commercial, academic, IT, administrative, and facilities teams to ensure seamless program delivery and meet student expectations.

101INNOVATION

Ecosystem Enabler

Madrid, Spain
May 2022- December 2022

- Successfully established, planned, and executed effective communication and social media strategies that resulted in a 500% increase in the Area101 community and a 120% increase in the 101innovation community.
- Provided highly engaging text, image, and video content for social media that boosted engagement rates by 65%.
- Actively participated in events and sessions with the community to foster connections, share knowledge, and promote innovation within their organizations.

INDEXCOL S.A

Digital Media Analyst & Community Manager

Bogota, Colombia
March 2021 - October 2021

- Proposed website modifications leading to an increase in customer ratings of overall website by 4 points on a scale of 5; analysed website traffic to identify deficiencies in customer experience.
- Executed more than 10 advertising campaigns within client budgets; collaborated in designing, developing, and executing ads and worked with strategy team to improve conversion metrics by 15%.
- Created and presented recommendations for SEO implementation, acquiring at least 5 new clients; designed and tested strategies to optimise websites through search engine optimisation (SEO).

LANGUAGES

Spanish (Native). **English** (Fluent). **Italian** (Basic)

SKILLS

- **Soft Skills:** Empathy, Agile Approach, Storytelling, Creativity, Curiosity, Leadership, Stress-resistant, Tenacity, Teamwork, Ethical Behaviour, Active Listening, Problem-solving, Adaptability and Resourcefulness.
- **Office Automation:** Advanced user of MS Office packages and Microsoft Teams.
- **Other tools:** Figma, Cinema4D, Python, Customer Journey Map, Empathy Map, Personas, Service Blueprint, PCN diagram, Filmora, Photoshop, WordPress, Miro, Trello, Google Ads, Google Analytics, Google Data Studio, Facebook Business Manager, Ubersuggest, Tableau, Dynamics, CRM, Atenea.

OTHER INTERESTING INFORMATION

- **Certifications:** Advanced Google Analytics, Google Ads Video Certification, Google Ads Display Certification, Google Ads Search Certification, Content Marketing Certification, SEO Fundamentals, IELTS 7,5.
- **Volunteering Experience:** AFEV Catalunya, Entàndem Project from October 2018 to May 2019.
- **Hobbies:** Crossfit, Fitboxing, Bakery, Travel.