



Daniela Bautista Jacobo

Master of Customer Experience & Innovation

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 for users as well as opportunities for growth and value generation for companies.

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Madrid, Spain

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EDUCATION

MSc in Customer Experience & Innovation

IE Business School

09/2021 - 07/2022

Madrid, Spain

- Worked in different projects as project manager, service designer and business designer for companies such as **Hertz**, **Banco Santander**, **IBM**, **i4Life**, among others. | GPA: 3.7/4

Bachelor in Business Management - BBM

Toulouse Business School

09/2018 - 09/2021

Barcelona & Toulouse

- Major in Innovation Management & Entrepreneurship | GPA: 3.7/4

WORK EXPERIENCE

Special Projects Assistant

IE Business School Executive Education

10/2022 - Present

Madrid, Spain

Achievements/Tasks

- 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.

Contact: Tadea Querejazu - tadea.querejazu@ie.edu

Ecosystem Enabler

101Innovation

05/2022 - 12/2022

Madrid, Spain

Achievements/Tasks

- 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 101 innovation 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.

Contact: Cristian Ull Molina - cristian.ull@101area.com

Digital Media Analyst & Community Manager

Indexcol

03/2021 - 10/2021

Bogotá, Colombia

Achievements/Tasks

- 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).

Contact: Paola Marín Marquez - gestion.humana@indexcol.com

SOFT SKILLS

- Creative vision
- Curiosity
- Leadership
- Stress-resistant
- Storytelling
- Teamwork
- Tenacity
- Ethical behaviour
- Active Listening
- Problem-solving
- Time management
- Empathy
- Adaptability
- Resourcefulness
- Agility

TECHNICAL SKILLS

Office Automation

Microsoft Office packages and Microsoft Teams

Design

Figma, Cinema4D, Filmora, FinalCutPro, Photoshop, Scratch, SweetHome3D, Adobe Flash professional CS5

Industry Expertise

Customer Journey Map, Empathy Map, User Persona, Service Blueprint, PCN Diagram, Agile methodology, Scrum, Design Thinking, Google Ads, Google Analytics, Google Data Studio, Facebook Business Manager, Ubersuggest, Tableau, Python

Others

Python, WordPress, Trello, Miro, DigitalMedia Pro, WIX, Zendesk, Emaze, Vyond, Dynamics, CRM, Atenea.

VOLUNTEER EXPERIENCE

International Volunteer

AFEV Catalunya, Entàndem Project

10/2018 - 05/2019

Achievements/Tasks

- Support and assistance to minors who are victims of social exclusion in Catalonia.

LANGUAGES

- Spanish
Native or Bilingual Proficiency
- English
Full Professional Proficiency
- Italian
Elementary Proficiency

INTERESTS

- Human centred experience
- Entrepreneurship
- NFT
- Innovation
- Social media
- Crossfit
- Bakery

CERTIFICATES

- Advanced Google Analytics (05/2021)
- Google Ads Search Certification (04/2021)
- Inbound Marketing Certification (03/2021)
- SEO Fundamentals (03/2021)
- IELTS (05/2019 - 05/2021)