

DIANA HERRERA IBARRA

MSC. INTERNATIONAL BUSINESS |
INDUSTRIAL ENGINEER | TRILINGUAL | MARKETING |
DATA ANALYSIS

PROFESSIONAL BIO

Trilingual Industrial Engineer, with a Master of Science in International Business and specialization in Business Analytics and Marketing, with 3 (three) years of experience in developing quality standards, programming languages, developing improvement projects for companies, Marketing strategies, business analysis, with numerical skills and the ability to carry out various tasks in a short time. With the ability to analyze norms and quality standards, innovation in the elaboration of different business strategies for companies. Committed to her work and a taste for challenges, with leadership skills, working in multicultural teams, decision making, successful communication, planning, and organization.

SOFTWARE MANAGEMENT

- Microsoft Word (Advanced)
- Microsoft Excel (Advanced)
- Microsoft Powerpoint (Advanced)
- Adobe Illustrator (Basic)
- Adobe Photoshop (Basic)
- Adobe InDesign (Basic)
- Canva (Intermediate)
- Piktochart (Intermediate)
- SAP (Intermediate)
- Kawak (Advanced)
- SEVEN (Intermediate)
- WordPress (Intermediate)
- Salesforce CRM
- Python (Intermediate)
- SQL (Intermediate)

CERTIFICATIONS

- Inbound Marketing
- Intermediate Python
- Exploratory Data Analysis in Python
- Intermediate SQL
- Intermediate C++
- Customer lifetime value metrics
- Business English
- Wordpress with Elementor

LANGUAGES

- Spanish (Native)
- French (B1)

CONTACT INFORMATION



Cambridge, MA



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PROFESSIONAL EXPERIENCE

Marketing Associate - Volunteer

Colibri Boston and Cogito World Education | Boston, MA | May 2020 – July 2020

- Creating social media campaigns, writing blog posts, managing multilevel marketing campaigns.
- Creating databases of potential clients for trips and programs.
- Assistance with organizing student camps and programs.
- Managing social media and marketing campaigns.

Quality Management System Analyst and Information System ERP Support

Defensa Civil Colombiana - Ministry of Defense Colombia | Bogotá, Colombia | February 2017 – August 2019

- Organized, consolidated and merged 400+ files into an ERP system, achieving efficiency and saving time.
- Collaborated on different assigned office activities, such as managing the quality system and helping with internal quality audits.
- Responded 12+ coworkers weekly to assist with navigating the system, ensuring effective system usage.
- Followed up 320+ corrective, preventive and improvement actions that came from internal audits.
- Developed 100+ operational and strategic indicators to keep on track how each department of the entity was doing during different periods of the year, additionally aiding them with the objective of accomplishing the goals that were set at the beginning of every year.
- Illustrated through 20+ infographics the annual goals of the company, trying to explain all of the information in a more creative approach.

Intern

Compensation Fund Cafam | Bogotá, Colombia | February 2015– August 2015

- Supporting the Financial Subdirector in the Payments and General Cash Area with SAP software.
- Update and documentation of processes and procedures developed in the area.
- Supervision and monitoring.

EDUCATION

MSc. International Business

Hult International Business School Boston 2020

Especialization in Business Analytics and Marketing

Hult International Business School Boston 2020

Communication, Design and Innovation

California State University Northridge—Northridge, CA, USA 2019

Industrial Engineering

Universidad Militar Nueva Granada 2016