

ELIZABETH RAMIREZ DUQUE

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ABOUT ME

I am an adaptable and recursive business professional who has developed a creative goal oriented approach to any undertaken project. My degree in Business and being part of different entities has enabled me to develop good organizational skills and critical eye. I have excellent verbal and written communication skills built on the wide and diverse range of people I have related to; this makes me a confident team worker with the ability to deploy my own initiatives too. I work to the highest standards and care for details. On every task I have, my scope is always focused on creating the most impactful and valuable experiences for the people I'm surrounded by.



EDUCATION & CERTIFICATION

EAFIT UNIVERSITY, SCHOOL OF BUSINESS

Business Manager, Concentrations in entrepreneurship & innovation

Medellin, Colombia

Jun 2018

- Academic Scholarship, ICFES Saber Pro (97th percentile)

EXPERIENCE

FREELANCE CONSULTANT

- **CLICKON – EVENTOR**

Volketswill, Switzerland (May 2019 – Now)

Generate user journey and design user experience for an event management digital platform

- **YASAI**

Zurich, Switzerland (May 2019 – Now)

Drive design thinking & prototype workshops for a vertical farming start up

- **IUNCTUM**

Zurich, Switzerland (Aug 2018 – Sep 2018)

Served a startup on Real Estate digitalization as a consultant, to deploy its market analysis and business strategy

- **ASESORIAS Y SUMINISTROS NAPOLEÓN**

Medellin, Antioquia (Jan 2015 - Apr 2019)

Designed and commercialized projects focused on education for kids, teenagers and young adults in public institutions in Colombia

Created the marketing plan for the deployment and communication of projects based on education for the peace agreement in Colombia

THE EXPERIENCE HUNT

Creator of <https://experiencehunt.home.blog/>

Digital

Jan 2019 - Now

- Blog based on the analysis of user and customer experiences, services design, marketing, branding and related topics.

RASGOS

Partner

Medellín, Antioquia

Nov 2018 - Now

- Created a catering firm form customized edible beverages

MCKINSEY & COMPANY

Client services

Colombia

June 2017-Jul 2018

- Formulated the transformation program for a cultural district in downtown Medellin
- Participated on a competitive diagnostic for one of the biggest retail players on the region
- Designed and deployed the content distribution and CRM plan for the location and supported its escalation on the region
- Coordinated and supported events for clients about different practices and themes as Digital day, Org practice events, Leadership events, Off site, Recruiting sessions, etc.

EAFIT UNIVERSITY

Entrepreneurship & Innovation department

Medellín, Colombia

Jan 2017 – June 2017

- Connected companies, private & public entities with students and academic programs through industry challenges to deliver creative and innovative solutions
- Co-created and deployed innovation projects with diverse audiences
- Designed and structured a campaign to educate Colombian communities around coffee culture, sponsored by the National federation of coffee growers

CULTURAL CARE

Au Pair

Portland, Oregon
Jan 2016 - Jan 2017

- Joined a North American family for a year working as a care and love provider for a 3 months old baby.

TUTORES EAFIT STUDENTS ORGANIZATION

HR & Logistics department

Medellín, Colombia
June 2013 – Jun 2018

- Led and co-worked with diverse teams multiple mega events, conferences, and congress at Eafit university

SIMPRO RESEARCH GROUP

Marketing department leader

Medellín, Colombia
Jan 2014 - Dec 2014

- Led the social project “Entrepreneurship capsules”, bringing marketing content and tools to empirical business managers from different sectors

PREFECTURA DE LOS RIOS

Volunteer

Quevedo/Puyopungo, Ecuador
May 2015 – Jul 2015

- Worked as a volunteer with a group of teachers in underdeveloped communities and public schools. I worked with kids from 9 to 14 years old. I taught them about life project, entrepreneurship & leadership
- Volunteered in a cultural exchange with indigenous kids in the equatorial amazon

SKILLS & INTERESTS

Native Spanish, Fluent English, Basic Deutsch & Italian.

Passionate about having new experiences, education, diversity, cultures, traveling, personal development and mindfulness.