




# JULIANA MANCILLA COVEZDY

## MARKETING & COMMUNICATION



STUDIES	CONTACT
<p><b>FORMAL STUDIES</b></p> <p>LaSalle College. Marketing and Communication of the Fashion, 2015. GPA: (4.0-5.0)</p> <p><b>NON-FORMAL STUDIES</b></p> <p>CESA Business School. <i>Strategic Digital Marketing Diploma. (2017-I)</i> Pillow. <i>Diploma of Innovation and Creativity. (2016-I)</i> CESA Business School. <i>Social Entrepreneurship. (2016-I)</i> DECA School of Actoral Training. <i>Theater, Body Expression. (2010 - 2014)</i></p>	<p>C :+57 317 681 2853</p> <p>E : andreacovezdy@gmail.com</p> <p>L : Bogotá, Colombia</p> <p> <i>juliana.covezdy</i></p> <p> <i>juli.covezdy</i></p> <p> <i>julianaCovezdy</i></p>
PROFESSIONAL EXPERIENCE	HABILITIES
<p><b>CESA BUSINESS SCHOOL. CENTER OF INNOVATION AND ENTREPRENEURSHIP.</b></p> <p><i>Innovation Culture Analyst. October 2016 – January 2017</i></p> <p><b>ACHIEVEMENTS:</b></p> <ul style="list-style-type: none"><li>- Logistics and execution of the semi-annual entrepreneurship fair.</li><li>- Design and lead the strategy to mobilize students by promoting their participation in activities led by the center</li><li>- Lead the participation and promotion of CESA Idea, an open innovation platform for the solution of challenges</li><li>- Structure the volunteer program for students</li><li>- development of visual communication campaigns for the program</li></ul> <p><i>Mentor at the Entrepreneurs Program- CESA. June 2016 - October 2016</i></p> <p><b>ACHIEVEMENTS:</b></p> <ul style="list-style-type: none"><li>- Consultancy in visual communication</li><li>- Realization of the digital marketing plan with the entrepreneurs</li><li>- Realization of visual support (Presentation) for the exhibition of idea and / or product for investment or sales.</li></ul> <p><i>Assistant Professor of the Social Entrepreneurship Class. February – June 2016</i></p> <p><b>ACHIEVEMENTS</b></p> <ul style="list-style-type: none"><li>- Structure the class material supported with well-designed presentations.</li><li>- Lead the Module of "Effective Communication" for students of the same class.</li><li>- Mentor / Advisor of design and marketing strategies for entrepreneurs projects and students final deliveries.</li></ul> <p><b>FREE MIND. FIRST COMMERCIALIZATION DRINKS COMPANY THAT DONATES 50% OF ITS PROFITS TO SOCIAL PROJECTS.</b></p> <p><i>Professional Internship. February - June 2016.</i></p> <p><b>ACHIEVEMENTS:</b></p> <ul style="list-style-type: none"><li>- Create the graphic material for the brand communication and manage the social networks.</li><li>- Lead the market study to launch new drinks (Tea and water).</li><li>- Support the marketing area to create the sales strategy of the Free Mind products in universities, convenience stores, restaurants and hotels.</li><li>- Support in product development, (T-shirts) with Paloma &amp; Angostura, to have different products for sale with the fundraising strategy, to promote the Free Mind People Foundation.</li></ul>	<p><b>EXCEL</b></p> <p>●●●●●●○○</p> <p><b>INDESIGN</b></p> <p>●●●●●●○○</p> <p><b>ILUSTRATOR</b></p> <p>●●●●●●●●</p> <p><b>PHOTOSHOP</b></p> <p>●●●●○○○○</p>
	LANGUAGES
	<p>Spanish. Native</p> <p>English. Advanced</p>
	PORTFOLIO
	<p>LINK: <a href="http://bit.ly/julianacovezdy">http://bit.ly/julianacovezdy</a></p>

PROFESSIONAL EXPERIENCE	HONORS
<p>CLUB NUEVA ERA. FIRST CLUB OF ENTREPRENEURS IN COLOMBIA</p> <p><i>Project Manager. February – June 2016</i></p> <p>ACHIEVEMENTS:</p> <ul style="list-style-type: none"> <li>- Create and implement the communication strategy of the club's launch event.</li> <li>- Coordinate the building process of the Club, at the end of the term the club was built at 70%.</li> </ul> <p>AIESEC- NON GUVERNAMENTAL ORGANIZATION</p> <p><i>Director Outgoing Exchanges Guanajuato. Mexico, May 2015</i></p> <p>ACHIEVEMENTS:</p> <ul style="list-style-type: none"> <li>- Implement the exchange program of Mexico to Colombia on the first semester of 2016</li> <li>- Close 14 exchange participant sales in one week</li> <li>- Give informative talks to promote exchanges at the University of Guanajuato DCA.</li> </ul> <p><i>Immersion Classrooms Project / District Department of Education, September 2015</i></p> <p>ACHIEVEMENTS:</p> <ul style="list-style-type: none"> <li>- Creation of the graphic material and communication strategy of the "Global Village" event, that was held at the Simon Bolivar Park.</li> <li>- Support the logistics for the simultaneous realization, 200 foreign coope- rators and about 34 thousand students of the District.</li> </ul> <p><i>Member of the National Support Team, July - December 2015</i></p> <p>ACHIEVEMENTS:</p> <ul style="list-style-type: none"> <li>- Support the area of Public Relations</li> </ul> <p><i>Director of the Organizing Committee for the National Event – NATCO. Bogota, December 2015</i></p> <ul style="list-style-type: none"> <li>- Lead the organization event, attended by 400 students from 20 cities in the country</li> <li>- Lead a group of 14 people who carried out the event.</li> <li>- Development of the logistic plan to be implemented.</li> <li>- Structure the budget for the event.</li> </ul> <p>DECA - SCHOOL OF ACTORAL TRAINING</p> <p><i>Graphic and Logistics Assistant 2013 - 2014</i></p> <p>ACHIEVEMENTS:</p> <ul style="list-style-type: none"> <li>- Support the areas of makeup and lighting for the Musical "Todos Pode- mos Cantar" and promotion for the play in schools.</li> <li>- Support the development of scenography and logistics needed for the play: Tabu at the R101 and Hombre Mono Theaters</li> </ul>	<ul style="list-style-type: none"> <li>● Thesis with honors (conscious fashion)</li> <li>● Jury at the Entrepreneurship Fair – CESA School of Business.</li> <li>● Representative of AIESEC Colombia in Guanajuato, Mexico.</li> </ul>
	INTERESTS
	<p>Extreme Sports</p> <p>Innovation</p> <p>Design</p>
VOLUNTEER	
<ul style="list-style-type: none"> <li>- Fundación Vida De Pelos. <i>Support the Fundraising Strategy. Sibaté Cundinamarca.</i></li> <li>- Free Mind People Foundation. <i>Support the Project Manager and create a collection of limited products for sale.</i></li> <li>- AIESEC- Chapter: <i>Universidad de Los Andes. Director of External Relations</i></li> </ul>	