



# VANESSA JARAMILLO FONSECA

## MARKETING & DIGITAL COMMUNICATION • DESIGN THINKING • LOGISTIC & SUPPLY CHAIN EXPERIENCE

Phone: (+57) 3118323137 - vayeca20@gmail.com  
Current legal residence: Bogota - Colombia  
Ecuadorian -Spanish



## WORK EXPERIENCE

### VAYECA.COM - Entrepreneur

WORKSHOPS, ONE TO ONE & ONLINE COURSES

1. Design Thinking: Learn to apply an Innovation Methodology for products and services
  2. Brainstorm: Digital and analog ideation tools. Learn the ICETORMING technique
  3. Creative Confidence: Learn to face your fears & recognize your creative courage through mind maps and storytelling
  4. Business Design: Define your business model visually and creatively
- 100 days: Online course to unlocking your creativity - Podcast: Tribu Creativa con Vayeca

WORKING REMOTELY

2018 - current

### GRUPO VALOR - Brand Manager

- Planning and execution of marketing strategy for the LATAM and Caribbean B2B markets - KPIs, Funnel

- CRM administration
- Design Thinking for strategy
- Digital Marketing: Ads, web, multichannel, SEO, SEM, RRSS - Brand: Consistency, Look & Feel
- Storytelling: Planning and construction of content
- Marketing support to Product Developer: User Experience analysis. Review new products and events for launching

PANAMA  
2018 - 2019

### GLAXOSMITHKLINE (GSK): COE Pack Optimization Coordinator

Negotiation for creation, implementation, and launching of pharmaceutical products in the LATAM and Caribbean markets. - Training for the creation and implementation process.

- Rebranding implementation in pharmaceutical products.
- Brand inconsistencies review (ViiV Healthcare & GSK) - Brand guidelines in regional presentations. - Proofreading in packs, labels and leaflets.

ECUADOR  
2013 - 2017

### BLACK BELT MARKETING - Graphic Designer Intern

Editorial - Diagramming - BTL/ATL - Branding - Brochure - Corporate Image - Merchandising - Typography - Lettering - Pop ups- Banners - Stop Motion - Timelapse - Strategic Design - Brand Analysis - Facebook ads

ECUADOR  
2012 - 2012

### CASINO MONTECARLO - Marketing Assistant

Customer tracking - Stakeholder coordination - Event organization - Market research - Social media update - Website update - Advertising material review - POP material inventory - Loyalty program training

ECUADOR  
2009 - 2010



## EDUCATION

### IDEO U

Advanced Design Thinking Certificate  
Blockchain identifier: 670963

CERTIFICATION  
2020 - 2021

### Universidad de Chile

Marketing Master's Degree

MASTER  
2017 - 2018

### Ponificia Universidad Católica del Ecuador

Graphic Design and Visual Communication

BACHELOR  
2010 - 2015



## FREE TIME

### Online Book Club: Booklovers

Founder of a creative read space called "Booklovers". Daily I read books about creativity in Clubhouse, Telegram, Spaces and Greenroom simultaneously with some folks.

BOOKCLUB  
2020 - current

### Online Community: Tribu Creativa

Founder of a creative space called "Tribu Creativa". Free online monthly networking meetings live where we have special Speakers that help us to unlearn creativity.

COMMUNITY  
2020 - current



## LANGUAGES

- Spanish - Native ★★★★★
- English - Fluent ★★★★★
- French- Beginner ★★☆☆☆



## SKILLS

- Basic:** Microsoft tools, Google default tools
- Collaborative:** Mural, Miro, Jamboard, Jira, iMindmap
- Design tools:** Adobe, Procreate, Canva
- Prototype:** Invision, Marvel, Figma, Balsamiq, Proto.io
- RRSS:** Meta Ads, Metricool, Hootsuite, IG, YT, FB, TW, WS, TK, Clubhouse, Greenroom, Spaces, Telegram
- Productivity:** Trello, Click up, Calendly
- Web development:** Squarespace, Teachable
- Google:** Ads, Trends, Insights, Analytics



## CONTINUING EDUCATION

1. Strategic Marketing
2. Excel
3. Digital Marketing
4. Design Thinking
5. SCRUM
6. Storytelling
7. Python



## RECOGNITION

- 2021:** Approval to publish the abstract of Originals book on my blog - Adam Grant Team
- 2021:** Design Thinking speaker -IMEF - Mexico
- 2020:** Ladies Wine & Design Speaker
- 2019:** Impacto Community Speaker



## GALLUP STRENGTH

1. IDEATION
2. INTELLECT
3. INPUT
4. ADAPTABILITY
5. RESPONSIBILITY



## REFERENCES

- María Esperanza Sotomayor - Latam Manager Artwork Hub - GlaxoSmithKline (GSK) Contact: (593) 995883318
- Fabricio Guerrero - CEO - Grupo Valor Contact: (507) 66174013
- Carlos Chávez - Graphic Designer Lead Contact: (507) 62865730