

JULIANA DIAZ

MARKETING MANAGER



Journalist with a MBA and **16 years of experience** in marketing, Design Thinking & communications, fluent in 4 languages.

AREAS OF EXPERTISE & SKILLS

- UX
- B2B Marketing
- Branding
- Marketing campaigns
- Research

CONTACT & INFO



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EDUCATION

- 2015** Design Thinking - 2nd iteration Certificate of Accomplishment
Macromedia University, Germany
- 2013** MBA International Business Consulting (Fundación Beca Scholarship)
Hochschule Offenburg, Germany
- 2005** Bachelor Degree in Mass Media Communication and Journalism
La Sabana University, Colombia

LANGUAGES

- Spanish ●●●●●
- English* ●●●●●
- German** ●●●●●
- French** ●●●●●

*C1 | **B.2

EXPERIENCE

- 03.2021-01.2023** **Director Marketing Communications @ Latin American Investing for Impact Network, Latimacto**
 - Create and execute a brand marketing and communication strategy to consolidate the community of members (110% growth in one year)
 - Strategic relationship with members such as **Bosch Foundation, BMW Foundation, Siemens Stiftung**
 - Create the member customer journey with a focus on UX to engage members
 - Brief and manage in-house team and external agencies
 - Coordinate the first 3-day experiential on-site conference with more than 350 people from around the world and the press relations
 - Develop engaging content for different materials
- 07.2012- To date** **Senior Marketing Consultant @ Connect your Brand Marcom Agency**
 - Design and implementation of UX projects
 - Project Management with different clients (4 customers on average per month)
 - Translating customer insights into creative campaigns
 - Organization of 4 events of more than 400 people, the largest of 650 people
- 05.2019-03.2020** **Marketing Consultant @ UNICEF**
 - Coordination of field work to identify communications needs
 - Creation of communications strategy for 6 UN agencies in Colombia and Ecuador
 - Design of a new attractive and easy to understand narrative for the audiences
 - Work with communities
 - Project management of the 10K UNICEF Marathon
 - Network with sponsors
 - Marketing design
- 06.2014-06.2015** **UX Research Consultant @ Telefonica Foundation**
 - Monitor and evaluate user behavior, collect user feedback and derive recommendations for Mobile Learning in Colombia
 - Design and implement quantitative and qualitative research measures to analyze usability
 - Development of ideation workshops
 - Collect, evaluate and communicate the research findings
- 08.2012-11.2012** **MBA Marketing Internship @ Bosch Packaging Technology Germany**
 - Contributing to global campaign developments
 - Setting up and managing internal communication tools
 - Supporting in shaping ways of working for global comms development
- 04.2007-09.2007** **International Marketing Intern @ Verde Naturkost Germany**
 - Marketing plan to enter the new target markets
 - Support the strategy to enter to new markets in Europe
- 68.2004-01.2005** **PR and Journalism Intern @ British Embassy Colombia**
 - Public relations with stakeholders
 - Event and UK trade mission coverage

More experiences on request