

NATALIA SOTO KURE

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SUMMARY

Innovation and Marketing Specialist, with a strong emphasis on strategy development, design methodologies, digital marketing, and innovation projects. Inspired by new ideas and ready to put them in motion; proactive, team-oriented, and organized. Curious learner and challenge-seeker with an international background and experience in consulting, quantitative analysis, and kick-starting projects from an early stage.

EDUCATION

IE BUSINESS SCHOOL

Master in Customer Experience & Innovation

Madrid, Spain
July 2022

- Honors in Exponential Organizations, Quantitative Research and Analysis, and CX in Organizations

IE UNIVERSITY

Bachelor in Business Administration (BBA)

Madrid, Spain
July 2018

- GPA: 8,8/10 (Dean's List: top 10%). Awarded with a Fellowship Scholarship - Honors in Math II and Consumer Behavior

UNIVERSITY OF BRITISH COLUMBIA

Exchange semester

Vancouver, Canada
January - April 2017

COLEGIO BOLIVAR

High School Diploma (Colombian and American)

Cali, Colombia
June 2014

- GPA: 87,7% (Ranked 10 out of 88 students). Member of the Junior Honor Society (2010-2011) and Honor Roll Student (2011-2014)

HIGHLIGHTED EXPERIENCE

THE GLOBAL COLLEGE (International School in Strategic Alliance with IE University)

Marketing Manager

Madrid, Spain
July 2022 - Present

- Currently leading and executing the marketing strategy for international students, managing digital campaigns and touchpoints, content creation, and CRM operations.
- Developing marketing innovation projects to boost the digital experience by using design thinking methodologies.
- Achieved revenue objectives by 113% and international student enrollment objectives by 153%, contributing to a 41% increase in boarding students applications compared to the previous intake.

WACO Digital Agency (Start-Up)

Chief Commercial Officer

Cali, Colombia
August 2019 - January 2021

- Created the Sales Department for the start-up's digital marketing, branding, talent outsourcing, web, and software services.
- Doubled the company's sales revenue in 2020 compared to 2019, onboarding new clients and managing partnerships.
- Designed services, sales proposals, projects, workflows and executed the company's sales strategy.
- Directed and executed digital marketing strategies for clients in tourism, fashion, jewelry, digital platforms, among others.

LLORENTE & CUENCA

Corporate Leadership & Reputation

Madrid, Spain
September 2018 - February 2019

- Conducted research and analysis for corporate reputation studies based on the Reputation Relevance model for companies in a variety of sectors such as real estate, food, and banking.

IE Business School

Marketing Intern

Madrid, Spain
January 2018 - August 2018

- Led an innovation project consisting on the implementation of a Digital Asset Management platform for IE.
- Built strategies and created content for digital marketing campaigns for IE's Schools of Law, Architecture & Design, and University.

Colgate-Palmolive

Marketing Intern

Cali, Colombia
June & July 2016

FURTHER EDUCATION & EXPERIENCE

- Adjunct Professor (Mentor) at IE Business School for the Masters in Customer Experience & Innovation (2023 - 2024)
- Class Representative at IE University (2016 - 2018) and Math, Econometrics & Finance Tutor at IE University (2015 - 2019)
- Director of the Publicity Committee at Soñar Despierto Cali (January 2013 - June 2014)

ADDITIONAL INFORMATION

- Languages:** Spanish (Native), English (Bilingual)
- Certifications:** HubSpot for Inbound Marketing, Inbound Sales, and Content Marketing
- Skills:** Digital Ads (Meta Business Suite, LinkedIn, TikTok) | Photoshop, WordPress & Figma (basic knowledge) | Miro, Microsoft Suite