CAROLINA FIGUEROA
Communications and events in Sustainability, Entrepreneurship and Innovation ecosystems
+56999227986 | carolinafigueroafigueroa@gmail.com |

SUMMARY

I am a Chilean journalist graduated from Universidad Diego Portales with 5 years of experience in management and support in various events as well as creation and content management in sustainability, entrepreneurship and innovation ecosystems. I have a diploma in Responsible Marketing with Social Impact and won the Her Global Impact scholarship for the Academy of International Innovation in 2023.

Demonstrable ability of managing teams made of more than 100 people, and knowledge of the CRM Concerto platform. Fluent in English and Portuguese.

EXPERIENCE

FREELANCE PROFESSIONAL

-Project Employer Branding- Buk
May 2023 - November 2023

I manage the multimedia content to promote Buk as a hiring brand focused on technology. I support the development of initiatives such as coordination of activities for collaborators and visitors, among others. I achieved more than 300% over the expected goal.

-Faculty of Engineering and Science, Universidad Adolfo Ibáñez, freelance journalist
April 2023 - Present

I write press releases for academic papers, FIC UAI community news and their events. I translated PHD Science and Engineering studies into a friendly language for people to understand.

-ASG y Compliance consultant, Sustinavalue
February 2023 - Present

I write clients' press clippings, including 4 to 8 featured news and a report with other news. This clipping has a focus on sustainability, ASG, economy, gender equality, Human Rights among others.

-Content assistant, Emprende tu mente (Project)
September 2022 - December 2022

Emprende tu Mente is a NGO that connects startups with big companies in order to generate business opportunities. I supported the coordination of the EtMdays events in the cities of Concepción and Santiago.

In Concepción, I was responsible for inviting the assistants to participate in stands, presentations and panels. There were 40 stands, 4 workshops, 15 presentations and 10 panels, approximately. My team selected the speakers and we achieved 100% attendance for them. We also coordinated and achieved 120 mentorships in 2 days. We coordinated with the Social Media and Design teams as well, to whom we delivered and verified content that was later distributed to the speakers.

In the Santiago event, our job was to coordinate 20 panels with 5 to 6 people each, including speakers from 30 sponsors (with their counterparties) and representatives from relevant organizations such as NGOs and the Chilean Government among others.
We confirmed 18 speakers, counting Karim Pichara, Leo Prieto, Sandra Guazzotti, and Alejandra Mustakis.
This particular project required extensive research of speakers both national and international, and subjects relevance for the ecosystem such as capital raising, disruptive technologies and sustainability.
In 38 days, we coordinated and achieved 100% of the attendance, which translated as 152 speakers and included follow ups with them as well as requests for presentation material, both in graphic and written format, to distribute as content for social media.

DEPENDENT PROFESSIONAL

-Marketing and Sales manager, Bolloré Logistics Chile
November 2020 - September 2021 - Santiago, Metropolitan Region

Management with CRM Concerto to identify clients' situations and optimize sales for representatives.
Developed relationships with the Latin America Marketing representatives in English, Portuguese and Spanish. Marketing tools creation for the Sales team.
By my own initiative, I made an alliance with Fundación Reforestemos to give our top 10 clients a certification in reforestation. We donated 5,000 trees for Earth Day with Bolloré USA, Brazil and Argentina, who participated through a Fundación Reforestemos affiliated foundation.

-Awareness campaigns consultant, Cybertrust
May 2020 - November 2020 - Santiago, Metropolitan Region

Support in audiovisual and graphic content for cybersecurity campaigns.
Coordination of the most important event of the year, "CISO LATAM Virtual Summit 2020".
Included the coordination of speakers, support in the creation of the website, uploading information about the speakers and support in the content strategy. As a result, we had double the expected attendance (1,000 in total).

-Communications assistant, Inter American Development Bank Chile (voluntary internship)
May 2019 - November 2019 - Santiago, Metropolitan Region

Support to the Digital Transformation Manager in communications and administrative tasks.

EDUCATION

- Her Global Impact Scholarship, International Innovation Academia, 2023
- Diploma of Responsible Marketing with Social Impact, Universidad Católica de Chile, Santiago, 2021
- Diploma of Digital Marketing, Universidad Adolfo Ibáñez, Santiago, 2020
- International Exchange, Bachelor of Journalism, PUC- Río, Río de Janeiro, Brazil, 2015
- Bachelor degree in Journalism, Universidad Diego Portales, Santiago, 2013 - 2018

LANGUAGES

- English: Spoken (advanced), written (intermediate), listening (advanced), reading (advanced)
- Spanish: Native
- Portuguese: Spoken (advanced), written (advanced), listening (advanced), reading (advanced)

OTHERS

- Volunteer "Techo", Paraguay (2013)
- Volunteer at "Vive tus parques" (2014)
- Confucio Institute summer scholarship, China (2019)
- Finance and entrepreneurship didactical games monitor for "Momento Cero" (2013 - 2018)