

NAZARENA MIGUELEZ

Buenos Aires, Argentina | +54 1124621609 | nazarenamiguelez@gmail.com | LinkedIn

Professional with experience in international business and consulting, looking for a Marketing position in an environment where my experience in market research, strategic planning and brand development can contribute to the success of the organization.

Main achievements

Market Expansion: Led market research to identify new opportunities for company expansion, resulting in the opening of two new offices in Europe.

Product Launch: Contributed to the launch of an AI solution in South America, coordinating customer trials, organizing corporate events, and leading training for sales teams
and potential customers.

Professional Experience

Business Consultant | Thomson Reuters — Buenos Aires, Argentina
April 2024 - Present

- Consulting with clients to analyze their needs and offer customized software solutions.
- Training clients on the use of AI for successful implementations.
- Market research on industry trends and competitor behavior.
- Collaboration with the Marketing team for the organization of corporate events.

International Business Development and Strategy Analyst | ESSCA — Malaga, Spain
March 2023 - April 2024

- Development of strategic plans for market penetration.
- Planning of marketing campaigns through international events and conferences.
- Representation of the company at trade shows and business trips, promoting services to potential clients, fostering relationships and increasing visibility in key markets.

Market Research Intern | ESSCA — Lyon, France
June 2022 - December 2022

- Analysis of market trends, economic indicators and business environments to identify growth areas.
- Presentation of reports to the executive committee, facilitating the decision-making process for company expansion.

Post Sales Services Intern | Philips — Buenos Aires, Argentina
May 2021 - December 2021

- Organization, monitoring and optimization of billing processes.
- Post-sales support to customers and assistance in bidding operations.

Education

Université Catholique de Lyon | ESDES Business School — Lyon, France
Bachelor of International Business - Specialization in Digital Marketing

Universidad del Salvador — Buenos Aires, Argentina
Bachelor's Degree in Intercultural Economic Management

Skills

Spanish (Native) | English (C2) | French (B2) | CRM | SAP | Microsoft Office | Canva | Data Analysis