

ABOUT ME

Analytical, results-driven and curious. I'm currently pursuing opportunities in:

- Marketing
- Sales
- Business Development

I have a Business Management degree with experience in new processes implementation and a master's in digital marketing

CONTACT

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-  [Kenia Fabila](#)

EDUCATION

Master's degree in Digital Marketing

Universidad Complutense de Madrid, España.
(September 2023 – September 2024)

Bachelor's degree in Strategic Business Management

ITESM, Tec de Monterrey (2020)
Minor in Strategic Management & Innovation
-Graduated with Honors
-Awarded "Orgullo Tec" 2018

International Exchange Program

Double degree in European Management.
EM Strasbourg Business School.
Strasbourg, France (2020)

LANGUAGES

English – Advanced
Spanish – Native
French – Basic

SOFTWARES

- **CRM** (Versum)
- **ERP** (Gymforce)
- **Microsoft Office** (Excel, PowerPoint, Word)

PROFESSIONAL SKILLS

- Google Ads Search Certification
- Proactive and dynamic
- Resolute
- Teamplayer

WORK EXPERIENCE

B Lab Spain – [Community Building Intern](#)

(Jul 2024 – Present)

Think Tank | Madrid, Spain

- Responsible for keeping databases and resources updated by adding new members and companies to ensure effective onboarding and accurate communication.
- Create and deliver onboarding presentations to new members of the B Corp Community to ensure a smooth introduction to the B Community platform.
- Support the logistics of internal community events, including onboarding sessions and monthly hybrid meetings, as well as preparing presentations and following up on the invitations.
- Develop, implement, and test innovative ideas to increase engagement within the B Community digital platform, with a focus on User Experience (UX).

Grupo Fabgarth – [Business Analyst](#)

(Jan 2021 – Aug 2023)

Beauty and Wellness Industry | Mexico City, Mexico

- Analyze business operations for all **5 companies** within **Grupo Fabgarth** (Beauty Salon, Barber Shop, Beauty Institute, Box School, and Spa) located in **Estado de México**.
- Lead **Socio Formadores Project** in collaboration with **Tec de Monterrey**, supervising Marketing students on business cases and development meeting with brand guidelines.
- Define and implement processes and **software solutions** (Gymforce and Versum) to automatize tasks and improve operational efficiency by maintaining real time income information and improve customer experience through self-schedule appointments.
- Own and drive income and expense control, presenting proposals for cost reduction plan through executive reports and data-driven decisions.

Artemasbelleza – [Administrative Assistant](#)

(Aug 2018 – Jul 2019)

Individual and Family Services | Mexico City, Mexico

- Generate social media templates and create social media posts for **Instagram**
- Monitor social media performance, identifying trends and creating reporting brand awareness.
- Responsible of the inventory control. Place orders of products from different suppliers, delivery coordination and accurate updating in the sales system.
- Assist with day-to-day office operations, filing paperwork, answering phone calls, receive client visits and payroll calculation for 30 employees.

ACADEMIC EXPERIENCE

Grupo Niza – [Market Research Intern](#)

(Aug 2020 – Nov 2020)

IT Services & Consulting | Mexico City, Mexico

- Conduct qualitative research on Grupo Niza office's to gather information on organizational culture and develop an innovative business proposal to foster a collaborative environment.
- Gather and analyze market data including benchmarking, metrics, and trends to identify customer needs and provide proposals for product innovation and financial KPI's improvement.

DIF, Desarrollo Integral de la Familia - [Marketing Assistant](#)

(Jan 2018 – May 2018)

Individual and Family Services | Mexico City, Mexico

- Design and develop a Recipe Book project for young adults with disabilities, creating eye-catching visual materials such as images and dynamic activities, to facilitate the learning process to become independent and promote the sense of belonging.
- Brainstorm content ideas and create a content calendar including material details and photo shoot sessions.

Tec de Monterrey – [Event Coordinator](#)

(Aug 2017 – May 2018)

Higher Education | Mexico City, Mexico

- Plan and coordinate events (conferences and workshops) for the Business Administration Student's Society for **60-70 attendees**, leading the group members.
- Own and drive event budget management, elaborating the income statement per semester.
- Establish and develop strategic relationships and alliances for company sponsorship such as **Taco Pizzas** and negotiate media apparition for the school community.