

# JAVIERA ELENA CONDELL

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## EDUCATION

### University of California, Los Angeles

Los Angeles, CA

*Certificate in Marketing with Concentration in Digital Marketing*

March 2020

- **Relevant Courses:** Consumer Market Research, Marketing Principles and Practices, Brand Management, Integrated Marketing Communications, Digital Marketing, Advanced Digital and Social Media Marketing Strategies, Social Media Marketing, and Digital Analytics.

### Pontificia Universidad Católica de Chile

Santiago, Chile

*Bachelor's Degree in Sociology*

December 2018

*Bachelor's Degree in Social Sciences*

December 2017

- **Relevant Courses:** Data Analysis I, Data Analysis II, Methods and Techniques for Social Investigation I, Methods and Techniques for Social Investigation II, Qualitative Investigation, and Ethnography.

## PROFESSIONAL EXPERIENCE

### Double Jack Series

Los Angeles, California

*Account Manager*

March 2020 – Today

- Conducted a Social Media Audit to Twitter, Facebook and Instagram Accounts, and set Social Media Goals and KPIs for each platform.
- Created content tailored to their audience and organized this in a Content Calendar for regular and consistent postings.
- Doubled their postings and found a growth of 500+ organic followers in one month (account started with 100 followers).
- Used Hootsuite to measure engagements and created weekly reports that showcased a general improvement in followers and engagement.

### Enagic

Torrance, California

*Marketing Consultant*

February 2020 – April 2020

- Conducted Audit in Enagic's Social Media Accounts in Spanish and English, by analyzing their Engagement historically, and presented suggestions to optimize Enagic's Social Media Strategy, by applying changes to their goals and KPIs.
- Created tailored content in English and Spanish for Enagic's Social Media Platforms, focusing on their target audience wants and needs.

### Frisbi Marketing

Santiago, Chile

*Marketing Assistant*

January 2019 – March 2019

- Designed surveys to gain consumer insights for top brands including The Body Shop, Biotherm, and Pepsi.
- Analyzed customer feedback to identify trends in purchasing behavior and made suggestions for improvement.
- Created a comprehensive marketing strategy to promote brands through social media influencers to improve brand image.
- Led the recruitment of specific brand ambassadors to advertise products across targeted social channels.

### Anacleto Angelini Innovations Center

Santiago, Chile

*Communications Intern*

September 2018 – December 2018

- Conducted an audit of current communication processes to expose inefficiencies and provide feedback and recommendations.
- Implemented a new system to improve internal communications and allow for better visibility across teams.

### TECHO-Chile (Urban housing NGO)

Santiago, Chile

*Content Development*

July 2017 – December 2017

- Participated in the restructuring of the contents of the course "Poverty and Inequality" that was being imparted and taught by volunteers from the NGO Techo-Chile.
- Presented content summaries and elaborated PowerPoint presentations in order to guide and facilitate teachings of relevant subjects such as poverty, inequality and social movements and organizations.

## RESEARCH

### Centro Cultural La Moneda

Santiago, Chile

*Lead Researcher*

August 2018 – June 2018

- Developed research to evaluate the educational impact on public school students of guided cultural center visits.
- Applied qualitative/quantitative survey methods and coded the results into a comprehensive database.
- Analyzed study results to draw insights and recommend adjustments to the program for increased learning retention.

### Planification Dept. of Carabineros de Chile (DIPLADECAR, Police Force)

Santiago, Chile

*Lead Researcher*

March 2018 – July 2018

- Designed qualitative research to evaluate the integration and levels of work satisfaction of women in the Chilean police force.
- Coordinated in-depth interviews and 4 focus groups, with a total sample of 46 volunteers, aged from 18 to 55 years old.
- Elaborated presentation with findings and recommendations.
- Published a detailed report about the investigation.

## SKILLS & INTERESTS

<b>Computer Skills</b>	STATA, SPSS, Microsoft Word, Microsoft PowerPoint, Microsoft Excel
<b>Interests</b>	Marketing, Entrepreneurship, Nonprofits, Pro-Bono Consulting
<b>Language</b>	Bilingual (English and Spanish)