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jess.holzwarth@me.com



WEBSITE



JESSBLOG



CV- RESUME

JESSICA HOLZWARTH

## MOTIVATION

As *your candidate*, I research, analyze data in terms to build marketing brand awareness through agile business strategy, tailoring technology feasibility to customer needs, deep marketing understanding of analytics, user experience and problem-solving, to provide consistent data to Business Development, Marketing and Sales Strategies.

### What do I bring:

- **Experienced PM**, Artificial Intelligence (AI), Descriptive Analytics, Analytics, RPA Robotic Automation Process, DMS-Document Management System, BI Business Intelligence, data computing, data strategies
- **Marketing**, marketing automation, traditional and digital strategies, Ad Serving, B2B Marketing, B2C strategy, brand activation, branding, digital activation, marketing strategy; Statistics: marketing analytics, data modeling, behavioral data, demographic data, predictive lead scoring, optimization, predictive analytics, predictive modeling, categorical data tools DMP, LTV, KPI, demand generation, and others
- **Technology understanding**: VPS Virtual Private Servers, Hybrids cloud, Cloud & Hosting Services, IoT, IP-VPN, SaaS, PaaS, Cloud Computing, Business Intelligence, SaaS CRM, ERP, IoT, VoIP, and others
- **Methodology**: PMP methods, PMBOK, Lean Sigma, ITIL3. (No certifications)
- **Soft Skills**: Able to build a network of clients with effective business communication style, rapport and trust. Collaborative mentality within a cross-functional teams, and aligned internal-external communication deliverables, and relevant considerations of customer satisfaction. Goal effectiveness oriented.
- **Languages**: Speak 5 languages at different levels
- **Presentation**: Graphic Design | Video Production

## EDUCATION

### POSTGRADUATED DIPLOM:

Postgraduates Diploma / Degree

08.1998 - 06.2000

**Diploma - Post-Title Fine Arts and New Technologies**, With mention in Multi-Media Interactive. Graduated on 01.06.2000, Universidad de Chile. Santiago, Chile.

**Please click in the following link:**

[Diploma Degree](#)

### BACHELOR DEGREE :

B.A. Communication **JOURNALISM (ungrad.)**

03.1995 - 06.1998

Universidad Diego Portales. Santiago, Chile.

### Specialization Degree: DESIGN :

Industrial Design and Graphic Design

03.1992 - 12.1994

Universidad Diego Portales - IPEVE  
Santiago, Chile

### BACHELOR DEGREE :

B.A. Communication: **PUBLICIST** :

Mention in Marketing and Design

03.1987 - 01.1992 (Graduated)

IPEVE Institute for Journalism, Marketing and Sales / Universidad Diego Portales -, Santiago, Chile

**Please click in the following link:**

[Diploma Degree](#)

## WORK EXPERIENCE

- **ACB INGENIERIA LTD. [www.acbingenieria.cl](http://www.acbingenieria.cl)**  
**CMO - Head PM Marketing ] Communication 10.2010— Today**  
Tasks and Responsibilities:  
Works as a Marketing and Communication Officer at ACB Ingenieria.  
Lead market Intelligence team to provide competitive market analytics, consistent data, business intelligence to Sales, Marketing, Business Development, and CEO.
- **Head Communication PM & Marketing 11.2006 / 12.2010**
- **Senior Communication PM / Marketing Specialist. 11.2001 / 11.2006**
- **ACB Incubator - Private Investors Consultant – 07.2011 - Current.**  
**International Investment –in Australia and Hong Kong**  
**Project Manager and Liaison**

### **DIGITAL CORP. SA.**

**Project Manager and Operations**  
from 10.1998 - 10.2001 - Santiago, Chile

### **HYPERMEDIA LTD.**

**Product Manager & MACROMEDIA Evangelist-Instructor :**  
Flash, Dreamweaver, Director  
from 01.1998 - 10.1998 - Santiago, Chile-

### **UNIVERSITY DIEGO PORTALES**

**Assistant teacher for Statistic Professor**  
IPEVE - Universidad Diego Portales 1991-1994  
Santiago de Chile

## PROFESSIONAL SKILLS

- Leadership
- Communication
- Strategy and Business Development
- Team Management
- Time /Budget Management
- Marketing-Business Acumen
- Service Design
- Critical Thinking, Decision Making,
- Problem Solving, De-escalation of Conflict during negotiations in diverse industries
- Empowering team cooperation and participation.
- Change management
- PM Techniques
- Team Work
- Customer Focus, User Experience
- Please click in the following link: [Summary of Skills](#)

## TECHNICAL SKILLS

Good understanding of: VPS Virtual Private Servers, Hybrids cloud, Cloud & Hosting Services, IoT, IP-VPN, SaaS, PaaS, Business Intelligence, CRM, ERP and other

- **Please click in the following links for examples of my work:**

- [Business Case: DMS -Documentary management system](#)
- [Proj. Manager Task and Responsibilities Lifecycle](#)
- [Other Project Management examples](#)

- PC knowledge: Apple MAC iOS /PC environments, Agile Process | Big-Data analysis
- Web-Social Media, Branding , iOS Graphic Design Software,

*Please click in the following links for examples of my work:*

- [Example Marketing Videos, Exposé and Flyer](#)

- Internet: Advanced Internet Research, Web content, SEO, Analytics, blogging,
- **Please click in the following links for examples of marketing work:**
- JESSBLOG: [Marketing | Technology |Business | PM Blog](#)
- Office: Word, Excel, PowerPoint, CRM, ERP and SAP.
- Affinity with new technological and generational trends, and improvements

## LANGUAGES SKILLS

- German : Intermedium Level (Reading, Written and Spoken)
- Spanish : Native Speaker (Reading, Written and Spoken)
- English : Fluent Business Level (Reading, Written and Spoken)
- Portuguese : Fluent Level (Reading, Written and Spoken)
- Italian : Basic-Intermedium Level – Reading Medium, Written

## PERSONAL INFORMATION

- Family Name : Jessica Holzwarth ( Born as Jessica Carril-Vilches)
- Status : Married
- Travel willingness : Yes (High)
- Immigration Status : Work + Permanent Resident in EU-Germany, since 2006
- Citizenship : Chilean. ( In process & Applying to German citizenship).
- Availability : Immediately
- Salary Expectation : Fair market wage + benefits
- Website : [Jess Holzwarth Website](#)
- Email : [jess.holzwarth@me.com](mailto:jess.holzwarth@me.com)
- Phone : +49 281 41978040 / +49 174 8472083
- Address : Fliederweg 3, 46485 Wesel, Düsseldorf, NRW, Germany
- Hobbies : Archery Recurve, Blogging, Technology, Reading, Design, Architecture

Dear Madam and Sir, I sincerely hope that I have given you a clear picture of my background and abilities for this position. I would be very pleased to hear from you and an invitation for an interview.

Thanking your considerations,  
Kindest Regards,



Jessica Holzwarth  
(Born as Jessica Carril Vilches)



WEBSITE



JESSBLOG



LinkedIn



TWITTER

## REFERENCES

### **Employer ACB Ingenieria Ltd.**

Contact: Mr. Alvaro Carmona

Position: CEO,

Country: Santiago, Chile

Mobile: 0056 9 84094595

Office Phone-Direct: 0056 2 25712802

Company Phone: 0056 2 25712800

E-mail: acarmona@acbingenieria.cl URL: [www.acbingenieria.cl](http://www.acbingenieria.cl)

Period: 2001 – today

**Please click in the following link: [Letter of Reference of ACB Ingenieria](#)**

### **Employer: Private Investors.**

Contact person: Mr. Barry Biggins

Title: International Private Investors (Australia)

Country: Adelaide, Australia

Mobile: 0061 41 2028562

E-mail: barrybiggins@internode.on.net

Period: 2011 – today

**Please click in the following link: [Letter of Reference Mr.Biggins](#)**

Page 1-2

### **Contact person: Mr. Michael Tam Loi Tak**

Title: Private Investor (Hong Kong)

Country: Kowloon, HK-SAR

Mobile: 0085 294607429

Period: 2001-today

**Please click in the following link: [Letter of Reference Mr.Tam](#)**

Page 3

**Other References, please click in the same link: [Other References](#)**

Page 4-5