

Adapt. Take charge. Lead change.

Hortensia Koch

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International Business MA graduate eager to gain insight into *project/product management* and business intelligence within the tech, digital, and other industries. Experience across the *media, hospitality* and *early years education* sector. *Creative, critical, dynamic*; emotionally and socially skilled, and proficient in a broad range of *digital competencies*, as well as in *task and team management*, and other *operations*.

ON-GOING PROJECTS

Working towards a data analytics qualification, independently learning statistics and further analytical for business intelligence.

EXPERIENCE

London — Early-years education, full-time student*

09 2019 - 09 2023

Wandiscover Tours, London — *Jr SM Content Creator & Planner*

01 to 04 2020

- Managed the social media planning using a range of softwares and tools, enhancing search/filtering of content when required.
- Executed the copywriting for the vast majority of SM posts, increasing engagement (comments and likes) from the existing follower base.
- Collab with the CEO to create engaging Instagram and Facebook ad campaigns, increasing both engagement and number of followers while keeping a reduced budget.
- Conceptualised online various giveaways, and in conjunction with the senior graphic designer.

CF & Itsu, London — *TM to Team and Service Leader*

09 2016 - 09 2019

- Worked closely together with the shop's manager to increase availability of foods towards the end of the day, attracting more customers.
- Reviewed production/financial data to plan for the day's production lists, effectively reducing shop's food waste.
- Improved branch's closing routine by effectively leading team members and expediting own responsibilities, resulting in clocking-out on time thus not incurring in unplanned over-time.
- Executed till reconciliation procedures in compliance to requirements.
- Created a task rota considering team members' strengths and skills, to maximise sales and improve service during the busiest times of the day.
- Held daily briefs with the FOH team, which resulted in increased positive feedback.

E! Latam / NBCU, Caracas — *Jr Producer and Admin, Trainee Editor*

06 2015 - 06 2016

uk.linkedin.com/in/hortensiakoch

<https://github.com/lamHkoch>

CORE SKILLS

Self-aware & empathetic - I know myself and bid to know others

Proactive & multitasker - I execute, I take initiative, I ask questions

Organised & efficient - I prioritise tasks and take risks into account

Eager communicator - I listen, I connect, I care

Leader - I inspire and guide change

Creative - I look for ways to solve and overcome issues, to make it work

Collaborator - I value synergy and teamwork

Quick learner - I am a keen and avid learner

SOFTWARE & TOOLS

Work management:

Monday.com, Wrike, Click-up, Jira*, Asana*

Productivity tools/CMS:

Google Suite, Google Cloud, Microsoft 365, Todoist, Zoho CRM*

Creative: Adobe Suite, Canva, Foursquare / Wordpress, Figma

Analytics: M Excel, Google Sheets, SQL (ADS)*, Python*, BI tools (Power Bi)

SMM: Instagram, YouTube, Facebook*, TikTok*, Meta ads, Buffer, Hootsuite*

OS: iOS and Windows

- Continuously improved the news department's workflow by managing and executing tasks on time.
- Created task mitigation and action plans for the department, which had a positive effect on meeting deadlines and decreasing last-minute issues.
- Provided effective supervision of audio and video edit rooms, supporting communication between teams and reducing time taken for the completion of several tasks.
- In moments of work overload, video editing competencies permitted me to support editors and producers by carrying out media editing independently.
- Effectively liaised between various departments, making media files readily available when requested thus reducing potential delays/missing deadlines.
- Supported directors ad-hoc by booking transportation, lodging for national and international travel, as well as managed and recorded expenses.

HBO Ole Latam, Caracas — *Affiliate Marketing Assistant Intern*

01 to 07 2014

UNAFID, Caracas — *Apprentice Graphic Designer*

2012 - 2014

EDUCATION & FURTHER STUDIES

University of Westminster, London — *MA International Media Business*

2019 - 2024* / Offline attendance, online coursework

Universidad Monteávila, Caracas — *BA Hons Mass Communications*

2010 - 2015 / Offline attendance

WAES/AEET - *Health and Safety Certification*

Feb 2024 / Offline attendance

Think Employment/Digital Skills HQ - *Data Analytics Bootcamp*

Jan 2024 - present / Online, currently attending

WAES — *Business Administration Certification*

Oct - Nov 2023 / Online, own paced

WAES/PeopleCert — *PRINCE2® Foundation Certification*

Nov 2023 / Offline attendance

LinkedIn Learning / Aha!, London — *Product Management Professional Certification (5 modules)*

Nov 2023 / Online, own paced

Google Careers, London — *Project Management Specialisation (5 modules)*

2023 / Online, own paced

Google Careers/HubSpot/LinkedIn/WAES/CFG — *further courses and certifications (c)*

2020 - 2023 / Online courses and certifications

- 2023, Introduction to AI (c)
- 2023, Digital Transformation with Google Cloud (c)
- 2023, Microsoft Excel foundations (c)
- 2023, Search Engine Optimisation (c)
- 2020, Digital Skills: UX (c), Digital Skills: Web Analytics ©

AWARDS

MA merit
BA Hons 2:1

PROFESSIONAL BODY MEMBERSHIPS +

Association for Project Manager (APM) - student
Construction Skill Certification Scheme - Managers and Professional

LANGUAGES

English (fluent), Spanish (native), German (currently learning)