

JUAN SEBASTIAN CASTELBLANCO HERRERA

International Business and International Relations Professional

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PROFESSIONAL SUMMARY

Recently graduated in International Business and International Relations from Universidad de La Salle, with experience in collaborating with multinational companies to improve operational efficiency and project management. Skilled in customer service, accounting, administration, and digital marketing. Capable of analyzing markets and developing business strategies. Intermediate-advanced English and currently learning French. Seeking opportunities in international trade, public relations, project management, and market analysis.

WORK EXPERIENCE

Administrative Assistant - Castelblanco Soluciones Integrales

2024 - Present

- Managed the recording and tracking of national and international transactions, ensuring the accuracy of financial reports.
- Organized and digitized invoices and accounting documents, improving accessibility to information.
- Supported the development and implementation of administrative processes, increasing overall office efficiency.

Community Manager and Junior Strategy Coordinator - Universidad De La Salle

2023

- Managed social media platforms, creating relevant and engaging content to increase interaction.
- Developed digital marketing strategies to improve brand visibility and reach.
- Analyzed metrics and performance reports, proposing improvements based on data insights.

Sales Advisor - Decathlon

2022

- Implemented visual marketing strategies, increasing sales.
- Supervised supply and inventory control, improving operational efficiency.
- Managed cash functions and created monthly performance reports.

EDUCATION

International Business and International Relations - Universidad De La Salle

2018 - 2023

LANGUAGES AND SKILLS

- **Spanish:** Native
- **English:** Intermediate - Advanced
- **French:** Basic – Intermediate

Skills:

- Project management and strategy coordination
- Strategic negotiation, international trade
- Analysis and interpretation of data, decision-making
- Teamwork and working under pressure
- Foreign policy

REFERENCES

Ingrid Castelblanco

Certified Public Accountant and Fiscal Auditor

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Daren Peralta

Professional in Business and International Relations, Universidad De La Salle

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