



PROFILE

Cd. Juárez, Chih. México

LANGUAGES

English - TOEFL
Score: 550

SKILLS

- Leadership
- Tenacity
- Responsibility
- Dedication
- Creativity

SOFTWARE AND OPERATING SYSTEMS

Microsoft Windows - (Office:
Word, Excel, Power Point)
OS X (Pages, Numbers,
Keynote) IBM SPSS Statistics
SAP (Systems Applications
Products)

ESTEFANY PALMA

EDUCATION

- 2012-2016 Bachelor of Direction and Innovation of Businesses**
Monterrey Institute of Technology and Higher Education
Campus Ciudad Juárez
- Summer 2016** Charles University in Prague

EXPERIENCE

- April 2016- Robert Bosch - Juárez Plant:** RPP Internship
Current Collect and analyze information on cost reduction measures of the plant to be implemented.
- 2015-2016 Delphi MTC - Powertrain:** Direct Purchasing - CO-OP
Give support to buyers, processing purchasing orders, purchasing requisitions, ECIPs, sending quotations to suppliers following them up.
- 2015 Education and values program:** Support
Searching of economic resourcing by funding.
- 2014 Consulta Mercados,** market research agency: Executive Projects for Telcel, Superette and another private organizations. I implemented focus groups and mystery shoppers with the objective of well-increasing client services at Liverpool, Volkswagen and Toyota.
- Tabasco's:** Innovation of businesses processes project
Identification of company problems, using SWOT analysis, restructuring human resources and marketing areas. Increase of company efficiency in the area of recruitment and a new target market.
- Bus Challenge 2014:** Participant
Accomplishments and learnings: Development of a business idea in 72 hours, which was a useful application for mobile devices directed to our target market, which would be paid electronically, those could choose the most convenient store, making easier the searching of products and optimizing time.
- Plan Estratégico de Juárez:** Social community service
Collaboration in quantitative research for the realization of quality indicators of life in our city, also revealing information to Juárez community.
- 2013 Startup Weekend:** Participant, 2nd place
Accomplishments and learnings: Development of a business idea in 54 hours, that took place at ITESM CDJ, obtaining 2nd place of the whole competition that was equivalent to 50% of financing at ITESM CDJ Business Incubator.
- 2012 VIMEX Corporate:** Project, market research for opening of restaurants and bars
- Las Cazuelas
- La Mulata
Making empathy maps, using business models as Business Model Canvas and Lean Canvas, taking into practice.