

YAZMIN VALLES

GROWTH · AI · REVENUE

HII!

I enjoy building growth by combining AI and hands-on execution, turning digital strategy into real growth, revenue and measurable business impact.

ACADEMIC BACKGROUND

- **AI Prompt Engineering Advanced Certificate**
University of Texas at Austin | 2025
- **Master's in Digital Marketing & eCommerce**
Universidad de La Rioja | 2023
- **Bachelor's in Business**
UTM | 2012
- **Executive & Professional Certifications**
Digital Capabilities Program | Rio de Janeiro | 2025
AML Digital Compliance | KSK | 2023
Digital Transformation | HSLU | 2021
eBusiness | UNIR | 2020
Strategic Marketing | UNIR | 2020

CAPABILITY STACK

AI & Automation

- ChatGPT · Claude · Zapier · Notion AI · Replit

Growth & Revenue Strategy

- Google/Meta Ads · HubSpot · Salesforce · LTV/CAC Mod

FP&A & Financial Modeling

- Power BI · Looker Studio · BigQuery · Forecasting

Crypto & Tokenized Systems

- Bitcoin Fundamentals · Tokenization · Digital Assets

Product Development & Go-To-Market

- Figma · Notion · Product Roadmaps · Pricing

Retail, FMCG & Marketplaces

- Amazon Vendor Central · Walmart Retail Link · H-E-B Commerce · Mercado Libre Seller Center · Rappi Merchant
Uber Eats Manager · Didi Merchant

Catman & BI

- Nielsen · Kantar · Internal Retail Dashboards

Program & Delivery Management

- Jira · Monday.com · Asana · Confluence · Notion

KEY MILESTONES

- **Awarded "Digital Heavy User"** – *LATAM Recognition for Advanced Adoption & Scaling of Digital Tools* · Coca-Cola · Brazil · 2025
- **Coca-Cola LATAM Digital Certification** – *Led Mexico Team to Certification* · Digital Office · 2025
- **Marketplace Growth & Revenue Expansion** – *Coca-Cola Portfolio* · Amazon & Mercado Libre · Mexico · 2024
- **Enabled New Buy-Now-Pay-Later Capability at Amazon** – *Kueski Pay* · Mexico · 2022
- **Optimized Warehousing & Distribution Operations (+25%)** – *Physical & Digital Logistics Automation* · Invicta Watch Group · Florida, US · 2021
- **Delivered 11+ Product Launches** – *Consumer Products, Fintech & eCommerce* · LATAM/US

LET'S TALK!

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CAREER PATH

----> Digital & Growth Consultant

Apr 2020 - Current

- **Growth Strategy** – Revenue-focused growth initiatives across FMCG, fintech, and eCommerce.
- **Marketplace Enablement** – Amazon, Mercado Libre, Walmart, H-E-B, Rappi, Uber Eats, DiDi.
- **Data & Experimentation** – Performance analytics, A/B testing, forecasting, and prioritization.
- **Product & Launch Strategy** – Physical/digital product launches and monetization models.
- **Cross-Functional Leadership** – Marketing, sales, finance, operations and tech alignment.
- **Crypto & Tokenization** – Crypto-based gamified incentive systems using Bitcoin, stablecoins, and utility tokens.

----> Ecommerce Strategy Lead

Coca-Cola | 2025

- **Digital Capabilities Leadership** – Led country team to achieve Coca-Cola LATAM Digital Certification.
- **Growth Strategy** – Ecommerce and omnichannel growth initiatives
- **Marketplace Partnerships** – Strategic enablement with Amazon, Mercado Libre, Walmart, H-E-B, Rappi, Uber Eats, Didi.
- **Cross-Functional Leadership** – Execution across Marketing, Commercial, Technology, Operations, and Finance.
- **Portfolio & Launch Enablement** – Digital strategy, product launches, and channel monetization.

----> Ecommerce & Personalization Senior Manager

Kueski Pay | Mar 2022 a Apr 2024

- **BNPL & Checkout Strategy** – Payment experience design and optimization.
- **Growth & Lifecycle Strategy** – Acquisition, retention, and journeys.
- **Personalization Enablement** – Data-driven segmentation and real-time experiences.
- **Fintech Platform Integration** – Payment product rollout across eCommerce
- **Tech Capacities Enablement** – Alignment across product, mkt and engineering

----> Senior Digital Marketing Manager

Invicta Watch Group | 2020 - 2022

- **Sports Licensing Strategy** – Licensed product development for sports brands.
- **Brand & IP Partnerships** – Coordination with licensors and brand stakeholders.
- **Product Launch Execution** – End-to-end physical product development and rollout.
- **Omnichannel Enablement** – eCommerce and retail execution for sports collections.
- **Operations Optimization** – Scalable logistics and distribution processes.

OOH Marketing Manager

Heineken Group | 2019 - 2020

LATAM Merch Manager

Whirlpool Corporation | 2018 - 2019

Trade Marketing & Field Ops Lead

Nestlé | 2014 - 2018