

YOBANY VICENTES

Researcher and Professional in Organizational Technology Implementation

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ACADEMIC PROFILE

Bilingual professional and researcher with interdisciplinary training in digital marketing, technology, finance, data analytics, and software development. Holds a Master of Management with a specialization in Communication and a Master's Degree in Digital Marketing Management. Experienced in applied research, academic writing, data analysis, digital solution development, stakeholder engagement, and participation in educational governance. His profile integrates research, strategic management, organizational management, and digital tools to support analysis, decision-making, and institutional improvement processes.

EDUCATION

- Master of Management (Communication) | Massey University, New Zealand | Completed Apr 2026
- Master's Degree in Digital Marketing Management | Fundación Universitaria del Área Andina, Colombia | Completed Apr 2024
- Google Data Analytics Professional Certificate | Google / Coursera | Completed Apr 2024
- Technical Degree in Software Development | IU Digital de Antioquia, Colombia | Completed Nov 2023
- Specialization in International Auditing and Information Assurance | Universidad de La Salle, Colombia | Completed Apr 2022
- Bachelor's Degree in Public Accounting | Universidad de La Salle, Colombia | Completed Jun 2021
- Bachelor's Degree in Business Administration | Universidad de La Salle, Colombia | Completed Nov 2020
- International Academic Exchange Semester | Universidad de Lima, Peru | Undergraduate exchange

ACADEMIC PUBLICATIONS AND MANUSCRIPTS

- Published article: Employer branding in Colombia with a focus on employee happiness / Employer branding en Colombia bajo el enfoque de la felicidad del colaborador. DOI: 10.47185/27113760.v5n2.167
- Manuscript in development: Communication factors influencing international postgraduate destination choice, a conceptual and literature review article based on the Master of Management research project.
- Manuscript in development: Why Australia attracts more Colombian COLFUTURO postgraduate students than New Zealand, an empirical article using public COLFUTURO data and content analysis of websites and webinars.

RESEARCH, DATA, AND TECHNOLOGY SKILLS

- Research: literature review, academic writing, conceptual model development, qualitative content analysis, interpretation of surveys and reports, research transparency planning, and data availability planning.
- Data analytics: SQL, Python, Excel, Power BI, Looker Studio, Google Analytics 4, Google Tag Manager, data cleaning, dashboards, KPI reporting, and information visualization.
- Software and reproducibility: Laravel, PHP, JavaScript, React, Node.js, FastAPI, MySQL, MongoDB, Git/GitHub, API workflows, documentation, and portfolio application development.
- Languages: native Spanish; professional English; English for Academic Purposes 2 completed at Massey University.

ACADEMIC AND PROFESSIONAL EXPERIENCE

E-commerce Manager and Developer - Marketing Team | SOLMAQ SAS | Jan 2024 - Aug 2025 | Remote

- Worked as part of the marketing team to strengthen digital visibility, e-commerce communication, paid campaigns, and online reporting.
- Expanded the visible product catalogue by more than 200% and supported workflows related to Google Ads, Meta Ads, Google Merchant Center, Google Tag Manager, Wompi, and e-commerce platforms.
- Prepared dashboards and reporting inputs for conversion funnel analysis, sales visibility, and digital marketing decision-making.

National Consultant | BUK HR Software | Jun 2022 - Apr 2023 | Colombia

- Worked with project managers, area managers, and the product team to support implementations, requirements gathering, and analysis of the Colombian market's needs.
- Supported key clients with payroll configuration, integrations, API-related cases, and advanced troubleshooting in a data-intensive HR software environment.
- Recognized as Best Employee / Best Contracted Collaborator in 2022.

Administrative and Accounting Professional | Fundación Amigos de Fulbright | Feb 2021 - May 2022 | Colombia

- Supported the financial management of international education projects, including budget preparation, execution, and administrative monitoring.
- Worked with public and private institutions in Colombia and the United States to support academic and cultural exchange programmes.
- Assisted doctoral and master's grantees, as well as U.S. beneficiaries, in administrative, financial, and programme-related processes.

Academic Monitor and Teaching Assistant - Marketing and Finance Areas | Universidad de La Salle | Dates to be confirmed | Colombia

- Supported academic activities in marketing and finance, assisting faculty members and students with class activities, learning processes, and academic-administrative follow-up.
- Contributed to peer learning, student support, and the connection between academic content and practical applications in management and finance.

ACADEMIC GOVERNANCE, LEADERSHIP, AND REPRESENTATION

- Member, University Administrative Council | Universidad de La Salle - Student representative; participated in institutional spaces for discussion and administrative decision-making.
- Member, Faculty Council - Faculty of Administrative and Accounting Sciences | Universidad de La Salle - Student representative; represented student interests within the faculty context.
- Student Representative to the Academic Council | Universidad de La Salle - Represented students in university spaces for academic discussion and decision-making.
- Representative of Ser Pilo Paga scholarship recipients | Universidad de La Salle / Colombian Ministry of Education - Represented scholarship recipients in 2018.
- Mentor | Fulbright Colombia - Guided a mentee on postgraduate options, scholarships, and professional development planning, Oct-Dec 2024.
- Mentor | Technovation Girls Colombia - Supported girls in a STEM mobile application project and encouraged their participation in technology pathways, 2023.

AWARDS, SCHOLARSHIPS, AND RECOGNITIONS

- COLFUTURO postgraduate forgivable loan-scholarship.
- Ser Pilo Paga 2 beneficiary; loan forgiven after completion of the Bachelor's Degree in Business Administration.
- Academic Honour Scholarship, Universidad de La Salle - highest semester GPA in Business Administration, 2018.
- Academic Honour Scholarship, Universidad de La Salle - highest cumulative GPA in Business Administration, 2018.
- Academic Honour Scholarship, Universidad de La Salle - highest semester GPA in the Specialization in International Auditing and Information Assurance, 2021.
- Double degree with honours and Recognition of Excellence, Universidad de La Salle.
- Best Employee / Best Contracted Collaborator, BUK, 2022.

SELECTED ADDITIONAL TRAINING

- English for Academic Purposes 2, Massey University, 22 Apr - 28 Jun 2024.
- Google Data Analytics Professional Certificate, completed Apr 2024.
- Fundamentals of Digital Marketing, Google Digital Garage / The Open University, completed 23 May 2020.
- E-commerce Certificate, Google Activate, completed 28 Mar 2020.
- Political Leadership, Andean Parliament, 120 hours, 2018.
- Neolaia: Leadership and Participation, Universidad de La Salle, 90 academic hours, 2017.
- International Supply Chain Meeting: Global Development Strategy, Universidad de La Salle, 2017.

REFERENCES

Available upon request.