

JOURNALIST & MARKETER

Juliana Diaz



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Nice to meet you!

I'M JULIANA

A journalist with a MBA in International Business Consulting from the Offenburg University in Germany. I love innovation, marketing and design. That's why I created my entrepreneurship in Colombia 7 years ago focusing on business design using methodologies like Design Thinking, Agile, Lean Startup among others.

I love to learn languages and work in multicultural environments. One of my favorite plans is to cook for friends and drink some good wine. There is always a good reason to travel and meet new people from other countries. I have a healthy lifestyle that's why sport and healthy food are very important ingredients for me as well as a positive mindset.



Where my passion
meets your needs



My Purpose: Connect & Make it Happen

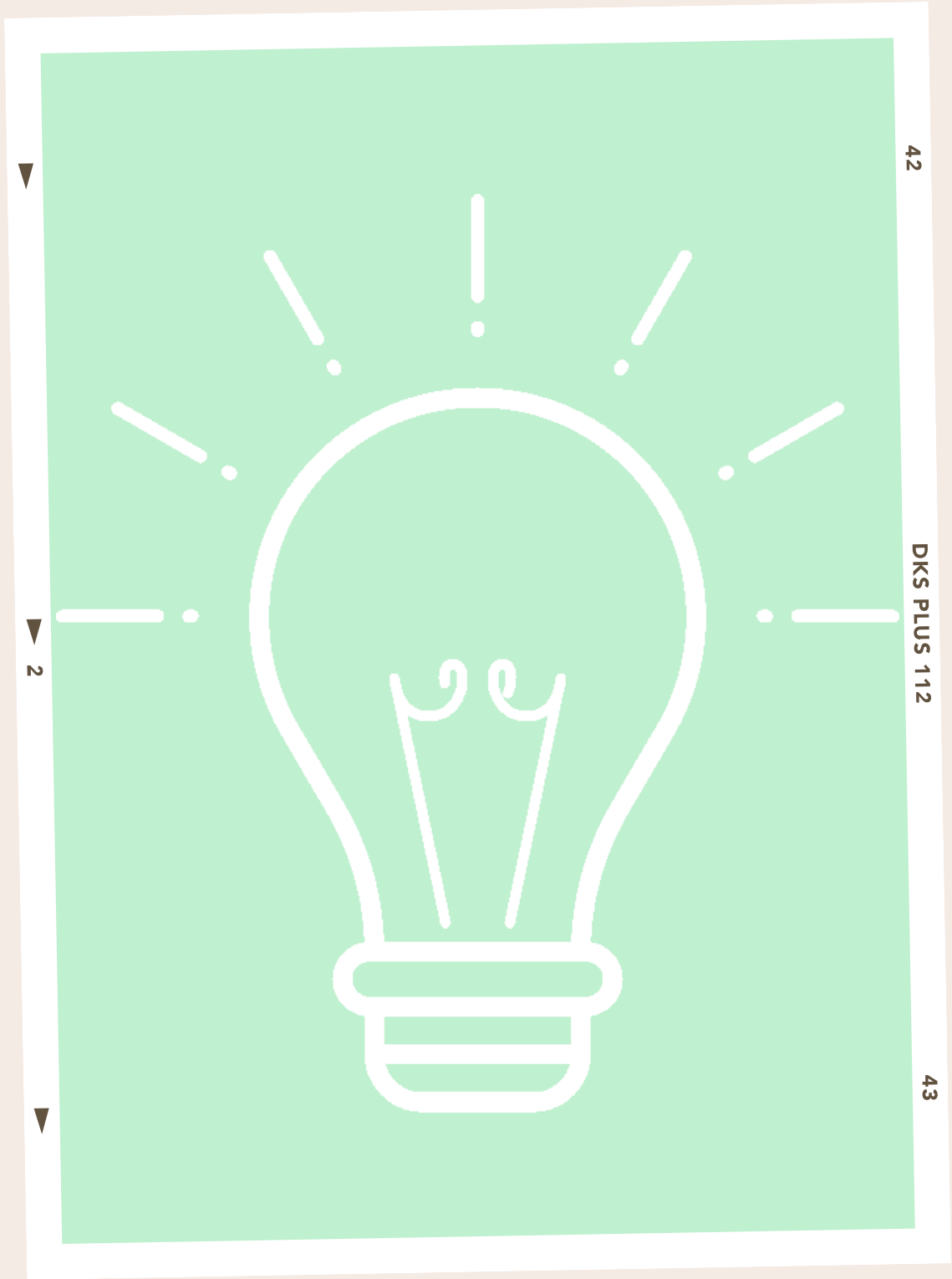
01 Entrepreneurial and market-driven spirit with strategic vision & focus

02 High level of pro-activity, initiative, energy, enthusiasm and professionalism

03 Strong interpersonal and communications skills (verbal and written) Leadership and coaching qualities

04 Active listening and critical thinking skills

My
Key
Competences



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Some projects

Unicef



Skills

UX, Marketing, Project Management, Client Relationship, Creative Team Guide

Challenge

Develop the communications strategy to create protective environments for children in Colombia and Ecuador

Process

Based in a qualitative research, I led the creation and set up of the communications and brand strategy, according to the key stakeholders needs



eco.business Fund

Skills

Project Management between Germany and Colombia, Design Team Coordination, and Creative Process Leadership

Challenge

Develop graphic design products for the communications strategy

Process

I'm in charge of promoting a collaborative and organized work between german and colombian teams to create communication products for each project and successful cases of the Fund

FloriApps

Skills

Design Research, User-centred design, Digital marketing, Content Creation

Challenge

Creation of the first App for flower workers in Colombia

Process

I coordinated the desk research and field work to get insights and create an App for the flower workers. I also led the process of prototyping, iteration and implementation of the App with the design and IT teams



Telefónica

FUNDACIÓN

Fundación Telefónica

Skills

Design Research, User-centred Design, Co-creation sessions,
Workshops Facilitation

Challenge

Research document about mobile learning in Colombia

Advanced Speaking and Writing

I conducted all the research and design processes to create the document with the insights and the state of art of the mobile learning in Colombia in 2014



Get in touch with me



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