

HABILIDADES BLANDAS



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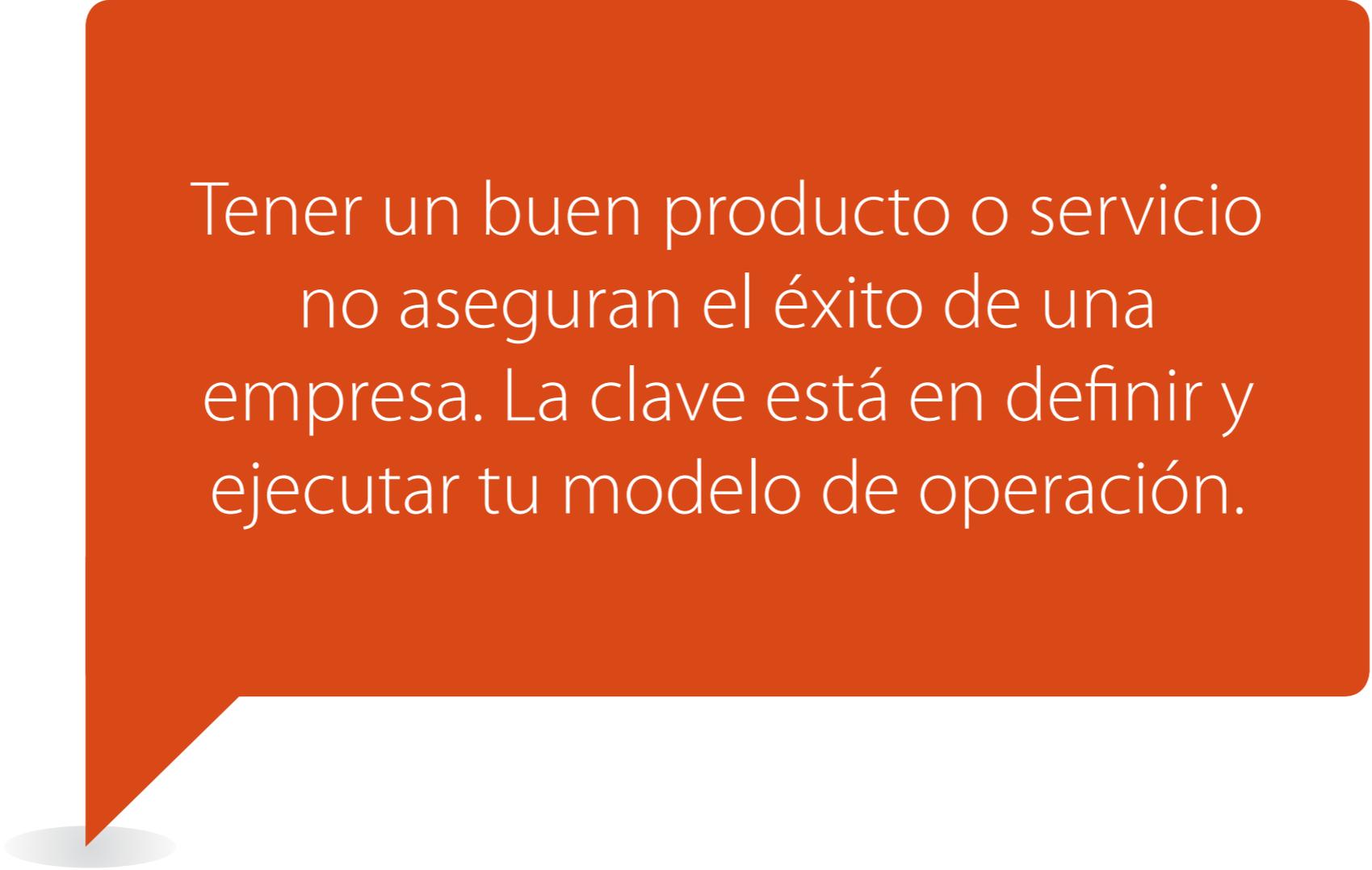
Las habilidades blandas son aquellos atributos o características de una persona que le permiten **interactuar** con otras personas **de manera efectiva**. Se trata de habilidades transversales que incluyen desde nuestras habilidades sociales hasta nuestros hábitos de trabajo.

HABILIDADES BLANDAS

- Liderazgo
- Desarrollo del espíritu de equipo
- Motivación
- Comunicación
- Influencia
- Toma de decisiones
- Conocimientos políticos y culturales
- Negociación
- *Trust building* (Fomento de la confianza)
- Gestión de conflicto
- *Coaching* (Entrenamiento)

¿PARA QUÉ?

Conocer y entender las técnicas y herramientas **no es suficiente**, es necesario tener una mayor y mejor comprensión de los factores humanos que determinan el desempeño de los proyectos.



Tener un buen producto o servicio no aseguran el éxito de una empresa. La clave está en definir y ejecutar tu modelo de operación.

PERO...

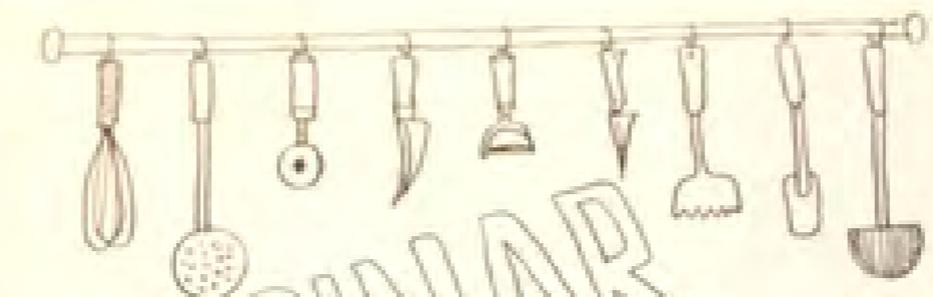
¿Y SI NADIE CONOCE LA IDEA?

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ideame



COCINAR Y DIBUJAR



LIBRO DE
RECETAS
ILUSTRADAS /



Before

After

ALEXANDRA EASLER

264 Mission Sky Drive • Atlanta, GA 29387 Home: 867-818-6881 Cell: 867-425-9102 Email: aeasler@gmail.com

Profile

I've had a passion for photography since I was in first grade. 12 years ago I decided to make photography my profession.

I've been taking photographs since I was 5 years old and have been a professional photographer for the last 15 years. My clients have included some of New York City's top artists, art galleries, and museums and my work has been featured in many publications.

My experience includes historical documents, sculptures, flat works, still life and portraiture.

My expertise includes high-resolution digital photography, fine lighting techniques, accurate color reproduction, 35mm, large and medium format photography.

Educational Background

BA, Fine Art, Virginia Commonwealth University, Richmond, VA
Studied photography at Pratt Institute, Brooklyn, NY

1994 - 1997
1997 - 1999

My Experience

The Civil Studio, New York City
Owner/Principle Photographer

2004 - Present

Developed successful business as independent art photographer. Clients include major art galleries and fashion houses, and design publications including Saatchi Gallery, Dior, and Architectural Digest. Developed long-standing relationships and international recognition with clients in New York, London, and Paris.

- Shot exclusive exhibits for Saatchi Gallery for 10 years. Photographs were used in international marketing campaign focused on Southeast Asia, Europe, and South America.
- Photographed fashion models for over 40 fashion houses and designers including Diesel, Dior, Ralph Lauren, Yves Saint Laurent, and Marc Jacobs.
- Hired by Conde Nast Publications to manage a team of independent photographers over the course of 6 years for special edition shoots in Vogue, Epicurious, Teen Vogue, Architectural Digest, and Vanity Fair.

The Grey Principle Gallery, New York City

1999 - 2004

Managing Art Photographer

Hired as junior photographer and then promoted to full-time time as a result of critical acclaim for work and proven leadership. Handled model relations, photographed residential and textile art, and led team of freelance photographers in various commercial and event-related projects.

- Trained 12 freelance photographers in advanced studio lighting and digital color correction technologies.
- Retained 100% of firm's clients and grew new client base by 50%, contributing to firm's dramatic growth.

ALEXANDRA. EASLER

AEASLER@GMAIL.COM ALEXANDRAEASLER.COM 264 MISSION SKY DRIVE, ATLANTA, GA 29387

Alexandra Easler

- EXPERIENCE -

(1) The Civil Studio, NYC

OWNER/PRINCIPLE PHOTOGRAPHER

2004-Present

Developed successful business as independent art photographer. Clients include major art galleries and fashion houses, and design publications including Saatchi Gallery, Dior, and Architectural Digest. Developed long-standing relationships and international recognition with clients in New York, London, and Paris.

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EDUCATION

BACHELOR OF ART IN FINE ART,
VIRGINIA COMMONWEALTH UNIVERSITY
RICHMOND, VA (1994 - 1997)

STUDIED PHOTOGRAPHY AT PRATT INSTITUTE,
VIRGINIA COMMONWEALTH UNIVERSITY
BROOKLYN, NY (1997 - 1999)

SKILLS

MY EXPERTISE INCLUDES HIGH-RESOLUTION DIGITAL PHOTOGRAPHY, FINE LIGHTING TECHNIQUES, ACCURATE COLOR REPRODUCTION, 35MM, LARGE AND MEDIUM FORMAT PHOTOGRAPHY.

EXPERIENCE WITH THE FOLLOWING SOFTWARE:
Microsoft Office Suite, Quickbooks,
Adobe Creative Suite, Adobe Lightroom
Basic HTML, Basic CSS

PROFILE

I've had a passion for photography since I was in first grade. 12 years ago I decided to make photography my profession.

My experience includes historical documents, sculptures, flat works, still life and portraiture.

Before

Edwin Wilson

1304 City View Drive, Apt. D1
Charlotte, NC, 28204
887-425-9102
ewilson@gmail.com

Profile

•Internet Marketer
•Strong strategic thinker with "hands-on" internet marketing experience. Impeccable record of driving revenue growth. Currently leads over 12 concurrent, internet marketing projects with 45+ team members. Planned and managed projects with average budgets of over \$5 million.

Work Experience

Napier and Associates - (2002-Present)

•Director of Internet Marketing (2006-Present)
•Promoted to lead entire web marketing team. Design and lead processes to reduce costs and drive revenue gains. •Manage client relations, budgeting process, and marketing accountability plans. Manage annual marketing spends of over \$50 million.
•Cut average marketing spends by 15% while increasing average revenue per customer by 39%
•Implemented new-hire training procedure that has been adopted company-wide
•Generated \$2.5 million in additional revenue with one client after driving record growth in their e-commerce division

•Internet Marketing Associate (2002-2006)

•Led new marketing campaigns by integrating web analytics, landing page optimization, search engine optimization, A/B testing, email marketing, blogging and social media outreach. Promoted quickly to leadership position, managing up to 20 team members.
•Drove an average 57% increase in online sales for all B2B and B2C clients while cutting marketing spending by an average of 30%
•Reached page 1 Google rankings (for competitive, targeted keywords) for 5 clients within first 9 months of launching campaigns

Education

University of North Carolina - Chapel Hill (2001)
BS, Marketing, 3.75 GPA

Northwestern University (2006)
MBA, Kellogg School of Management, 3.85 GPA

Expertise

•Blogging and Social Media
•Pay-Per-Click and Display Advertising
•Multivariate Testing
•Budget Management
•Blogging and Social Media
•Search Engine Optimization
•Email Marketing
•Web Analytics

Skills

•Email Marketing: Campaign Monitor, MailChimp, Constant Contact
•Internet Advertising: Google Adwords, DoubleClick, Various Retargeting Networks
•Analytics Platforms: Google Analytics, Kiss Metrics
•CMS, Blogs, and Forums: Wordpress, ExpressionEngine, Drupal, Joomla, MovableType, Blogger, Tumblr

After

EDWIN WILSON

Objective:

Strong strategic thinker with "hands-on" internet marketing experience. Impeccable record of driving revenue growth. Currently leads over 12 concurrent, internet marketing projects with 45+ team members. Planned and managed projects with average budgets of over \$5 million.



AREAS OF EXPERTISE

•Blogging and Social Media
•Pay-Per-Click and Display Advertising
•Multivariate Testing
•Budget Management
•Blogging and Social Media
•Search Engine Optimization
•Email Marketing
•Web Analytics

Professional Experience

Napier and Associates
2006-Present

Director of Internet Marketing

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Education

University of North Carolina
Chapel Hill 2001

Bachelor of Science in Marketing,

3.75 GPA

Kellogg School of Management
Northwestern University
2006

MBA,

3.85 GPA

Technical Skills

EMAIL MARKETING:
Campaign Monitor, MailChimp, Constant Contact

INTERNET ADVERTISING:
Google Adwords, DoubleClick, Various Retargeting Networks

ANALYTICS PLATFORMS:
Google Analytics, Kiss Metrics

CMS, BLOGS, AND FORUMS:
Wordpress, ExpressionEngine, Drupal, Joomla, MovableType, Blogger, Tumblr

1304 City View Drive, Apt. D1 - Charlotte, NC 28204

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Before

ANKUR PATEL

943 Palmyra Avenue • Glendale, AZ 85308 Home: 887-818-6881 Cell: 887-425-9102 Email: apatel@gmail.com

About

Highly competent professional who can be trusted with even the most confidential projects. Excels in turning disorganized environments into smooth-running operations and overhauling administrative processes to improve accuracy and efficiency. Self-starter and quick-learner who always exceeds expectations.

Educational Background

Bachelor of Science, Psychology, Arizona State University **2005**

Skills

Experienced in iWork, MS Office, Quickbooks, HTML, CSS, Adobe Creative Suite, Various Social Media and Blogging Platforms

Areas of Expertise

Handling Accounting Procedures
Performing HR Functions
Planning Corporate Events
Scheduling Travel Arrangements
Managing Files and Documents

My Experience

Bomar Industries, San Diego, CA **2007 - Present**

Provide full executive office assistance for CEO. Lead preparation of all executive communications, file management, and record maintenance. Coordinate special events, special projects, and investor relations communications. Process bi-monthly payroll, accounts payable/receivable, and expense reports. Shot exclusive exhibits for Saatchi Gallery for 10 years.

Overview

- Revamped bookkeeping and reporting to provide more accurate financial data.
- Significantly reduced time required to prepare quarterly financial reports by initiating electronic reporting procedures.

SRM Industries, Phoenix, AZ **2005 - 2007**

Handled executive office tasks for Executive Vice President. Responsibilities included coordinating travel, arranging corporate events, screening phone calls, preparing internal communications memos, and bookkeeping. Trained and led all executive assistants to all Regional Vice Presidents in company.

Overview

- Reduced corporate travel expenses by \$67,000 within first 2 months of employment by re-negotiating vendor contracts.
- Coordinated numerous seminars by creating promotional materials, booking venues, and contacting speakers.

Starbucks, Phoenix, AZ **2002 - 2005**

Assistant Manager

Trained new baristas in store operations. Helped manage store's budget and inventory levels. Assisted manager by conducting weekly audits and developing work schedules. Led team of 5 baristas per shift.

After

Executive Assistant

ANKUR PATEL

ABOUT

Highly competent professional who can be trusted with even the most confidential projects. Excels in turning disorganized environments into smooth-running operations and overhauling administrative processes to improve accuracy and efficiency. Self-starter and quick-learner who always exceeds expectations.

SKILLS (EXPERIENCED IN)

iWork and
MS Office

Quickbooks
& Adobe
Creative Suite

HTML &
CSS

Various
Social Media
and Blogging
Platforms

AREAS OF EXPERTISE

Handling Accounting Procedures
Performing HR Functions
Planning Corporate Events

Scheduling Travel Arrangements
Managing Files and Documents

EDUCATION

Graduated May 2005
Arizona State University

Bachelor of Science in
Psychology

Marketing Minor

GPA 3.7

CONTACT

ADDRESS
943 Palmyra Avenue
Glendale, AZ 85308

PHONE
Home: 887-818-6881
Cell: 887-425-9102

EMAIL
apatel@gmail.com

WORK EXPERIENCE

2007

PRESENT

Executive Assistant

BOMAR INDUSTRIES, SAN DIEGO, CA

Provide full executive office assistance for CEO. Lead preparation of all executive communications, file management and record maintenance, and coordinate special events, special projects, and investor relations communications. Process bi-monthly payroll, accounts payable/receivable, and expense reports.

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