

Ivett García

MBA in International Business | Master in Marketing Analytics | Master in Business Analytics
USA +1 (650) 6805107 | ivett.garcia@icloud.com | www.linkedin.com/in/ivettgarcia/ | www.ivettgarcia.com

Professional Profile

Strategic business consultant with over 10 years of experience in business transformation, training, and organizational change management. Expertise in business strategy, leadership, and operational efficiency. Recent focus on developing skills in Big Data, AI applications. Currently expanding knowledge in business analytics, marketing analytics, and data-driven decision-making through advanced studies to enhance strategic decision-making.

Education

- Masters in Business Analytics | Hult International Business School | USA 2025 – Expected Mar 2026
- Masters in Marketing Analytics | Hult International Business School | USA 2024 – Expected Aug 2025
- Diploma in Big Data for Decision Making | Universidad Anahuac | MEX 2024 - 2024
- MBA in International Business | University of Birmingham | UK 2014 – 2015
- Graduate Diploma in Business Administration | University of Birmingham | UK 2013 – 2014
- Bachelor's Degree in Business Administration | Universidad Anahuac | MEX 2004 – 2007

Key Skills & Competencies

- Business Strategy & Leadership: Change management, digital transformation and strategic planning.
- Business & Marketing Analytics: BI, Tableau, market analysis, predictive modeling, and business intelligence.
- Digital Marketing & Market Research: SEO, SEM, brand positioning, trends, and consumer behavior.
- Data Science & Analytics: SQL, Python, R, SPSS, RapidMiner, CRISP-DM, and data-driven decision-making.
- Training & Talent Development: Training programs design and change management.
- Soft Skills: Critical thinking, problem-solving, communication, negotiation, teamwork and inclusive leadership.

Professional Experience

IKASTEN | Business & Training Consultant | Mexico City | Mexico Feb 2019 - Dec 2023

- Design and implementation of business training programs for professionals and companies.
- Strategic consulting in leadership development, change management, and operations optimization.
- Development and execution of business events, workshops, and courses to enhance workforce capabilities.

Secretaría de Salud | Deputy Director | Mexico City | Mexico April 2017 - Dic 2018

- Creation of guidelines and regulations for the management and validation of health infrastructure projects.
- Implementation of standardized processes for project evaluation, aligned with the Health Infrastructure Master Plan.
- Coordination with Technical Responsible Units (UTR) to streamline project evaluation.
- Organizational analysis to optimize structure and human resource management.

Mexican Social Security Institute | Coordinator of Labor Retirement | Mexico Jun 2010 - Jan 2013

- Creation of guidelines and regulations for the management and validation of health infrastructure projects.
- Implementation of standardized processes for project evaluation, aligned with the Health Infrastructure Master Plan.
- Coordination with Technical Responsible Units (UTR) to streamline project evaluation.
- Organizational analysis to optimize structure and human resource management.

Certifications & Additional Training

- Certified in Design of Courses, Evaluation Instruments and Training Manuals for Human Capital, Ministry of Education, 2021
- Certified in Development of In-Person Training Courses for Human Capital, Ministry of Education, 2021
- Diploma in Professional Event Organization, Iberoamericana University, 2018.
- Strategic Indicators for Human Resources by ITAM University, 2009.
- Former professional dancer, demonstrating discipline, creativity, and cultural appreciation.