

Angeles Pérez

MARKETER AND INNOVATOR, AI SPECIALIST AND
PROJECT MANAGEMENT SPECIALIST

Portfolio [link to portfolio](#)

LinkedIn Profile [angprezm](#)

Mail ade.maidana1@gmail.com

PROFESSIONAL SUMMARY

Multidisciplinary professional with hands-on experience in project coordination, marketing operations, and technology-driven solutions. Graduated in Marketing with a strong foundation in data analysis, AI-assisted workflows, and digital systems design. Currently expanding expertise in the intersection of business, data, and technology through getting a new degree in the U.S. I'm passionate about creating efficient, human-centered processes—bridging strategy, creativity, and innovation. Known for leadership, adaptability, and an analytical mindset that thrives in fast-paced, multicultural environments.

EDUCATION

Wichita State University – Kansas, USA

Bachelor of Business Administration (Marketing, Data & Intelligence Focus) | GPA: 3.96/4.0 | 2025 – 2028

Universidad Americana – Asunción, Paraguay

Bachelor in Marketing | GPA: 5.0/5.0 | 2020 – 2024

EXPERIENCE

Kansas Small Business Development Center (KSBDC) – Wichita, USA

Research & Administrative Assistant | Jun 2025 – Present

- Support business advisors through data collection, report generation, and client assistance.
- Maintain client databases (Neoserra) and ensure data accuracy for internal reporting.
- Conduct business and market research to support entrepreneurs and small business owners.
- Coordinate logistics and communication for workshops and consulting sessions.

F45 Training Wichita State University – Wichita, USA

Group Fitness Instructor | Jan 2025 – Present

- Lead high-intensity functional training sessions (12+ participants) with emphasis on motivation and safety.
- Manage class logistics, studio setup, and performance feedback.
- Promote teamwork and client retention through clear communication and consistent engagement.

Grant Thornton S.A. – Asunción, Paraguay

Executive & Project Coordination Assistant | Dec 2022 – Dec 2024

- Supported C-level executives and teams in HR, marketing, and operations.
- Coordinated 10+ annual corporate events and internal communication initiatives.
- Managed onboarding documentation and cross-department workflows using CRM and Microsoft 365 tools.
- Led an internal women's empowerment initiative that enhanced collaboration and visibility.

Girls Code Paraguay (Civic Technologies by Tavandu) – Paraguay

Hackathon Coordination Assistant | Jan 2023 – Jun 2023

- Coordinated logistics and communications for the national 'Programando Paraguay' Bootcamp and Hackathon.
- Liaised with UNDP and sponsors to ensure smooth execution of workshops.
- Balanced this volunteer role alongside a full-time position, demonstrating strong organization and commitment.

PROJECTS & TECHNICAL EXPERIENCE

- Developed 'Metrika App' on Replit — a data-tracking tool designed to visualize and analyze marketing metrics in real-time.
- Built and deployed responsive websites using Visual Studio, GitHub, and Vercel with AI-assisted features.
- Created productivity and task management dashboards using Notion and Airtable.
- Designed prototypes for AI agents and automation concepts using no-code frameworks.

TECHNICAL & LANGUAGE SKILLS

- Tools & Platforms: Visual Studio, Replit, GitHub, Vercel, Notion, Airtable, Asana, Canva, CorelDRAW, Microsoft 365, Google Workspace.
- Automation & AI: No-code/low-code app prototyping, workflow design, data analysis, and AI-assisted development.
- Marketing & Analytics: Google Ads, social media strategy, content planning.
- Soft Skills: Project management, leadership, communication, adaptability, and analytical thinking.
- Languages: Spanish (Native), English (Professional Working Proficiency – B2).

CERTIFICATIONS & ACHIEVEMENTS

- Business Development Foundations – LinkedIn Learning, Jul 2025.
- Professional Networking – LinkedIn Learning, Apr 2025.
- Finding Your Time Management Style – LinkedIn Learning, Mar 2025.
- Level 1: Excel White Belt – McGraw Hill, Mar 2025.
- Business Etiquette: Meetings, Meals, and Networking Events – LinkedIn Learning, Feb 2025.
- Learning Study Skills – LinkedIn Learning, Feb 2025.
- Shocker SpeakOut Finalist – Wichita State University, May 2025.
- English Access Microscholarship Program – U.S. Embassy Paraguay, Mar 2020.
- Academic Excellence Award – Ministry of Education and Sciences, Paraguay, Dec 2019.
- CPR & First Aid Certification – 2025.
- MTI Coding Workshop – 1st Place, Best Game Built (2019).

VOLUNTEER & COMMUNITY ENGAGEMENT

- Community Manager – Paraguayan Student Association | Jan 2025 – Present.
- Event Coordinator – Academy for Women Entrepreneurs (U.S. Embassy Paraguay), 2021.
- Volunteer Educator – Financial & Environmental Literacy Programs, 2021.
- COVID-19 Relief Organizer – Coordinated donation and food drives, 2020–2022.
- Scout Leader – San Jorge Troop, 2010–2018.
- Civic Engagement Advocate – Juventud del País Solidario (JPS).