

César Augusto Figueredo García ■

Business Analyst

Address

Bogotá
Colombia

Links

[LinkedIn](#), [Personal website & Portfolio](#)

01 PROFILE

Business administration student from Los Andes University passionate about business development with a focus in finance, customer service and business strategy. I have developed strong adaptability and interpersonal communication skills as a result of having lived in seven different countries.

02 EDUCATION

Aug 2019 — Present

Universidad de Los Andes

Bogotá, CO

Business Administration Undergraduate

Jul 2022 — Jul 2022

Toulouse Business School

Barcelona, ES

Entrepreneurship & Digital Transformation Courses

Sep 2017 — Feb 2019

Bexhill Sixth Form College

Bexhill-on-Sea, UK

Business Level 2 BTEC

03 EMPLOYMENT HISTORY

10/2022 — 01/2023

Forward Dilligence & Deal Analysis Intern at Marathon Ventures

Bogotá, CO

Analyzed potential industries for startups in Latin America, found opportunities and blockers within the industries. Also examined pitch decks from startups in pre-seed and seed stages to determine viability of projects.

10/2018 — 01/2019

Finance Apprentice at Park Holidays UK

Bexhill-on-Sea, UK

Helped revise sales paperwork and compliance as well as uploading and updating information into corporate software.

06/2017 — 08/2017

Barista Apprentice at Café 18

Bogotá, CO

Learned about the science of coffee brewing and preparation in various methods such as Chemex, siphon and espresso machine. I was also tasked with taking orders and fulfilling customer satisfaction.

04 PROJECTS

Apr 2020 — May 2020

Datacrédito Experian software usage implementation

Bogotá, CO

In a project for a class in Los Andes University we helped Datacrédito Experian, the leading credit reporting company in Colombia, to increase the usage of new software within their sales department. The aim of this project was to improve efficiency in sales as well as communication with other departments.

May 2021 — May 2021

Evertec new lead generation proposal

Bogotá, CO

In a project called Race To Imagine from Los Andes University I worked with a team tasked with creating a more modern way to make new leads instead of the traditional peer marketing. We designed a lead funnel that worked with content through LinkedIn and fed a CRM with people interested in their service.

05 COURSES

Nov 2018 — Nov 2018

Accounting Fundamentals at Corporate Finance Institute

Nov 2018 — Nov 2018

Reading Financial Statements at Corporate Finance Institute

06 EXTRA-CURRICULAR ACTIVITIES

Dec 2021 — Present

Blog & Content Creation, [figuredoc](#)

I create blog articles and social media content for my personal brand [figuredoc](#). I talk about different aspects of finance, business and personal growth, all with the aim of providing actionable advice. Content is also posted on [Medium](#) and [Vocal Media](#).

Jan 2015 — Present

Stock Market Trading

Since I was 14 I have been investing in companies from the NYSE stock market. I constantly use technical and fundamental analysis to balance my portfolio according to market and economic news.

Oct 2019 — Dec 2020

Business founder, Hidalgo Taquería

Bogotá, CO

Opened a mexican restaurant in Bogotá under the dark kitchen model, selling through online marketplaces like Rappi and UberEats. Later branched out to two more restaurant brands: Mezclao and Fusion Foods. I managed a staff of 3 employees and worked with various delivery and sourcing companies.

Launched an online business selling hoodies in a dropshipping business model. This involved advertising the product, fulfilling orders worldwide with the providers in China and ensuring customer service was promptly answered when needed.

07 SKILLS

Adaptability

Multicultural networking

Leadership

Business Development Strategies

Interpersonal Communication

Financial Analysis

08 LANGUAGES

Spanish; Castilian



English



French



09 REFERENCES

References available upon request

10 HOBBIES

Reading business & personal development books

Web & graphic design

Supporting my family's pastry business

Photography