

Angeles Pérez

Strategic Marketer · Technology, Innovation & AI

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PROFILE

Marketing Engineer from Universidad Americana, with a year of coursework in Marketing, Data & Intelligence at Wichita State University. Co-founder of **Indicia**, a strategy consulting firm in marketing, technology, innovation and AI. I aim to understand before executing: I prioritize systems, order and clear objectives, because planning without direction is work without purpose. I am creative and curious; I enjoy exploring business models, building community and creating value for society. My work centers on strategy, analytics and market research, together with hands-on execution across digital and traditional marketing. I am preparing to become a well-rounded marketing director, with responsible AI and its governance as my next learning curve.

EXPERIENCE

Co-founder & Strategy Consultant · Indicia

2026 - Present · Paraguay

Strategic advisory firm in technology, marketing, innovation and AI.

- Strategic diagnosis of processes and communication: I identify why a company's processes aren't working and which areas to strengthen so it communicates and operates better.
- Tool selection (CRM, automation, analytics, AI) driven by the client's real problem: systems and understanding before tech trends.
- Marketing execution: SEO, social media, storytelling, brand personality, brand architecture, content and strategic communication.
- Business model design, AI adoption strategies and innovation roadmaps for SMEs and organizations.

Associate Consultant (Semi-Senior) · Grant Thornton S.A.

Dec 2022 - Dec 2024 · Asunción, PY

Executive support, coordination and transfer pricing · Audit, Tax & Advisory · international consulting firm.

- Transfer pricing support: hired as an administrative assistant and reassigned as core support for the transfer pricing team with no prior training: learned by reading, analyzing and working alongside the team; closed two years with zero reported errors.
- Supported the full executive board (CEO plus Accounting, Marketing-Uruguay, Audit and Administration managers) and 3 Uruguay-based investors.
- Talent acquisition and end-to-end onboarding for 15+ junior and mid-level hires over two years.
- Managed the firm's social media: Instagram (@grantthornton.py) and LinkedIn.
- End-to-end graphic production: packaging, brochures, banners, POS material and print-ready artwork with printing vendors.
- Coordinated 10+ corporate events per year; attendance scaled from 30 to 70 people; budgets of USD 2K-12K per event.
- Built and implemented the firm's first SOP set for onboarding and cross-department workflows using CRM and Microsoft 365.
- Led an internal women's development initiative: 3 company-wide sessions plus a skills matrix for junior career growth.

Research Analyst & Administrative Assistant · Kansas SBDC

Jun 2025 - Jan 2026 · Wichita, USA

- Produced market research, feasibility reports and analyses using Excel, Power BI, IBISWorld, Statista and public data sources, for clients and advisors who needed to understand how to execute projects in the U.S. and abroad; all in English.
- Maintained client data in Neoserra CRM and produced data pulls and reports for internal briefs and advisor engagements.
- Administrative side: reporting, weekly phone-duty shifts, team organization and office administration.
- Supported events, workshops, consulting sessions and networking: logistics, communications and materials.

Group Fitness Instructor · F45 Training · Wichita State University

Jan 2025 - Jan 2026 · Wichita, USA

- Led 10+ HIIT sessions per week for groups of 2 to 20 people, ages 18 to 69; owned logistics, studio setup, safety and live coaching with real-time intensity calibration.

Hackathon Coordinator · Girls Code Paraguay / Tavandu

Jan - Jun 2023 · Asunción, PY · Volunteer

- Coordinated logistics and communications for the national Programando Paraguay Bootcamp & Hackathon; managed the relationship with UNDP and sponsors while holding a full-time consulting role.

EDUCATION

Universidad Americana · Degree in Marketing Engineering

2020 - 2024 · Asunción, PY

Wichita State University · Coursework in Marketing, Data & Intelligence

Jun 2025 - Jan 2026 · Kansas, USA

GPA 3.96 / 4.0 · Shocker SpeakOut Finalist (2025).

CERTIFICATIONS & CONTINUING EDUCATION

Advanced Storytelling: High-Impact Communication · UBITS · Coursera

Aug 2026

The Art of Storytelling · IESE Business School · Coursera	Aug 2026
Design & Present Responsible AI Solutions · Coursera · Starweaver	Apr 2026
GenAI Prompting, Evaluation & Governance · Coursera · HurixDigital	Apr 2026
Negotiation · Santander Open Academy · 8h, 2 modules	Apr 2026
Business Analysis: Process Modeling · LinkedIn Learning	Apr 2026
Power BI + AI · Daxus Latam · 8h career accelerator	Nov 2025

IN PROGRESS

Marketing Specialist Professional Certificate · Coursera · SEO, campaign analytics, CRM automation and data visualization	2026
Marketing Analytics · University of Virginia · Coursera	2026

SELECTED PROJECTS

Social media management & advisory INSTAGRAM · AUDITS · GROWTH Grew artist Ana Maidana's account (@anitamusicm) from 1,300 to 4,500 followers in two months after an audit and recommendations. Accounts managed: Grant Thornton Paraguay (@grantthornton.py), Paraguayan Student Association WSU (@wsuparaguay), Ñambireta (@nambireta) and Mente Maestra (@mentemaestra.podcast). Currently advising: PRODE Basquet (@prodebasquet) and NASA Space Challenge Encarnación (@nasaencar).
Market-research reporting with Power BI KANSAS SBDC · LIVE Recurring dashboards and visualizations supporting advisors who serve entrepreneurs across Kansas. From Power BI certified to Power BI applied.
Mente Maestra PODCAST · ON AIR Spanish-language podcast on the science behind high performance. Co-host, producer, editor and distributor on Spotify, YouTube and social media; Instagram takeover. 4 episodes live, 10+ in pipeline. Web: mentemaestra.metrika.agency.
Personal AI agent Daily market-trends scanner that delivers signals, tracks deadlines and drafts documents. In constant iteration as my operating copilot.
AI audio transcription automation N8N · CHATGPT · NOTION Drive → ChatGPT summary → filed in Notion. Turned a 30-minute manual task into a zero-click workflow.
10 client websites shipped HOSTINGER · VERCEL · V0 · GITHUB · CLAUDE Built for SMEs and independent operators with a stack combining code (Visual Studio + Claude / Gemini / Codex) with no-code. Live examples: castelper.com, destinosparaguay.com, anitamusic.in and mentemaestra.metrika.agency.
Angeles Pérez · Substack: System Thinking for the Operator's Mind WRITING · RESEARCH Articles on marketing, analytics, research, innovation and operations · published when they're ready, not on a schedule.

TOOLKIT

AI & automation	Claude · ChatGPT · Gemini · Google AI Studio · Midjourney · DALL·E · Meshy AI · ElevenLabs · Veo · Flow · Whisk · n8n · Make
Data & analytics	Power BI · Excel (intermediate-advanced) · Power Query · Neoserra CRM
Build & ship	Visual Studio · GitHub · Vercel · Webflow · v0 · Replit · HTML / CSS
Ops & design	Notion · Airtable · Asana · Microsoft 365 · Canva · Affinity · Photoshop · Illustrator · CorelDRAW
Languages	Spanish (native) · English (C1, professional working)

BEYOND

Scout Leader, Tropa San Jorge (2010-2018, leading before the official age requirement) · Events Coordinator, Academy for Women Entrepreneurs, U.S. Embassy Paraguay, Itapúa region (2021) · Educator, Cultivando Oportunidades (U.S. Embassy project, Capitán Miranda), teaching entrepreneurship and financial literacy to children ages 10-12 · Community Manager, Paraguayan Student Association, WSU (2025-2026) · Beach Volleyball Referee, Paraguayan Olympic Committee, Asunción 2020 Olympic Qualifier · CPR & First Aid (2025) · English Access Microscholarship, U.S. Embassy Paraguay (2020) · Academic Excellence Award, Ministry of Education, Paraguay (2019).
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