

DANIELA NATALIA REYES HERNÁNDEZ

**MBA in Finance | Industrial Engineer | Organizational
Transformation | Internal Control | Project Management**

Celular: 301 534 4331

Correo: dannyreher@hotmail.com

Sitio: LinkedIn: [linkedin.com/in/danielareyes28/](https://www.linkedin.com/in/danielareyes28/)

Dirección: Cajicá, Cundinamarca, Colombia



Industrial Engineer with an MBA in Business Management and Administration, specializing in Finance, and over 10 years of experience leading initiatives in organizational transformation, continuous improvement, internal control, operational risk management, and process optimization.

Experience in process mapping, documentation, and redesign; monitoring key performance indicators (KPIs); data analysis; implementing internal controls; and preparing executive reports for strategic decision-making.

I have led the documentation and optimization of more than 10 organizational processes, coordinating initiatives impacting over 50 internal employees and events with up to 1,000 attendees. I achieved budget efficiencies of nearly 20% through strategic negotiation with suppliers and resource optimization.

I possess knowledge of data analysis, Advanced Excel, Power BI, Power Query, SQL, and Python at a basic level. I am a results-oriented professional with analytical skills, cross-functional leadership, and a focus on creating value for organizations.

KEY COMPETENCIES

- Business Transformation
- Process Improvement
- Internal Control
- Risk Management
- Project Management
- Continuous Improvement
- Data Analysis
- KPI Management
- Change Management
- Process Optimization
- Strategic Planning
- Process Documentation
- Budget Management
- Stakeholder Management
- Problem Solving

PROFESSIONAL EXPERIENCE

INDEPENDENT CONSULTANT AND SELF-EMPLOYED BUSINESS OWNER

2021 – Present

- Management and marketing of products and services focused on education and training.
- Development of business strategies and client relationship management.
- Budget management, performance tracking, and financial control.
- Implementation of digital tools for promotion, sales, and customer follow-up.
- Comprehensive management of administrative, operational, and commercial processes.

Achievements:

- Development and sustainment of independent commercial activities for over five years.
- Strengthening of negotiation, customer service, and financial management skills.
- Autonomous management of budgets and profitability of business units.

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CENTRO MUNDIAL DE AVIVAMIENTO

Internal Control Leader

2013 – 2020

- Led transformation projects and continuous improvement of organizational processes.
- Documented, analyzed, and optimized more than 10 strategic organizational processes.
- Designed and implemented internal controls to strengthen operational efficiency.
- Identified operational risks and proposed mitigation plans.
- Developed key performance indicators (KPIs) for monitoring and decision-making.
- Prepared executive reports for senior management.
- Participated in automation and technological improvement initiatives in procurement, budgeting, and inventory processes.
- Coordinated cross-functional activities across different organizational areas.

Achievements:

- Directly impacted more than 50 employees through improvement initiatives.
- Achieved operational efficiencies and reduced rework in key processes.
- Strengthened risk management and organizational control.

WORLD REVIVAL CENTER

Events and Public Relations Leader

2014 – 2019

- Planned and coordinated corporate events with attendance ranging from 50 to 1,000 people.
- Managed monthly budgets ranging from COP \$30 million to \$40 million.
- Negotiated with strategic suppliers, achieving savings of nearly 20%.
- Designed and optimized logistics processes to improve the attendee experience.
- Supervised multidisciplinary teams and coordinated the comprehensive execution of events.
- Implemented administrative and financial controls to optimize resources.

Achievements:

- Reduced operating costs through negotiation and budget control.
- Increased operational efficiency and satisfaction among internal and external users.

THESIS PROJECT – INDUSTRIAL ENGINEERING

2012 – 2013

- Documentation and implementation of a Quality Management System in accordance with ISO 9001 guidelines.
- Design of procedures, forms, and document structure.
- Diagnosis and reorganization of institutional processes.

ADMINISTRATIVE ASSISTANT

2008 – 2011

- Administrative and operational support to management.
- Preparation of reports, supplier follow-up, and document control.
- Database management and administrative coordination.
- Use of analytical tools

EDUCATION

MBA IN BUSINESS MANAGEMENT AND ADMINISTRATION WITH A FOCUS ON FINANCE
IMF Smart Education – Camilo José Cela University
2022

INDUSTRIAL ENGINEERING
Los Libertadores University Foundation
2013

COURSES AND CERTIFICATIONS

- Advanced Excel – Pivot Tables
- Internal Control
- Soft Skills
- Management Strategies and Project Management

TOOLS

- Microsoft Excel (Advanced)
- Power BI (Basic)
- Power Query (Basic)
- SQL (Basic)
- Python (Basic)
- Microsoft Visio (Intermediate)
- Microsoft Office 365
- Microsoft Teams

LANGUAGES

Spanish: Native

English: B2 (Reading and understanding technical documentation)