

CATALINA CHAPA

CHANGE MANAGEMENT STRATEGIST | MARKETING
COMMUNICATIONS EXPERT | MULTILINGUAL LECTURER

CONTACT INFO

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SUMMARY

Multilingual change management professional with 10+ years of experience driving organizational transformation and strategic communications across technology, education, and public sectors. Currently leading cloud transformation initiatives at Accenture for clients across the Americas and APAC, specializing in stakeholder engagement, organizational readiness, and data-driven adoption strategies.

EDUCATION

2021-2022

UNIVERSIDAD COMPLUTENSE DE MADRID

- Master's in Gender Studies: Public Policy and Social Intervention Specialization

2009-2014

UNIVERSIDAD DE MONTERREY

- Bachelor's in International Studies
- Graduated with Leadership Honors

OTHERS

2020

State Institute for Women of Nuevo León

Social Communication Specialist

- Planned, scripted, and produced 9 educational videos on gender equality for web and YouTube.

2016-2020

Prepa Tec Sta. Catarina & Prepa UDEM San Pedro

German Coordinator

- Achieved outstanding ECODEMS certification.
- Designed over 35 school curricula.
- Taught 40 courses to over 1,000 students.
- Provided tutoring, organized promotional events, and offered group counseling.

2015

One Development Group & Líderes Ciudadanos

Administrative Coordinator

LANGUAGES

- Native Spanish
- Bilingual English (IELTS C2)
- Advanced German (Goethe Zertifikat B2)

WORK EXPERIENCE

Accenture

2025-PRESENT

Business Analyst Sr

- Leading change management initiatives as part of the Journey & Change Management team, supporting clients across the Americas and Asia-Pacific regions.
- Driving stakeholder engagement, impact assessments, and organizational readiness planning to enable successful transformations.
- Designing and executing communication, training, and adoption strategies to support cloud transformation programs. Measuring behavior change and business readiness using data-driven metrics and feedback mechanisms.
- Collaborating with cross-functional teams—including technology, operations, and regional leadership—to deliver end-to-end change across cloud transformation efforts.

Tec de Monterrey

2023-PRESENT

University Professor

Over 600 students across Political Science, International Relations, and Computing Departments:

- "Programming Principles for the Social Sciences"
- "Technological Tools for the Social Sciences"
- "Gender, Society, and Human Rights"
- "Diversity in a Globalized World" (Tec Week)

Cívica Digital

2023-2024

Communications and Marketing Manager

- Copywriting, content creation, and graphic design for at least 2 weekly posts on social media (LinkedIn, Instagram, Facebook, Twitter)
- Designed 6 landing pages with Webflow
- Produced and edited 8 videos for web, social media, and marketing content
- Wrote, designed and managed 4 client prospecting campaigns via MailChimp, targeting over 5K strategic contacts
- Planned and managed 4 events
- Speaker at a panel on GovTech, representing Cívica Digital
- Collaborated on strategic alliances with partners (Open Data Charter, GovTech LATAM by BID Lab, Artificial Nerds)

Jefa.io

2021-2022

Marketing and Communications Manager

- Planned, designed, and executed over 20 marketing campaigns for an audience of 100K+ users
- Automated marketing processes on platforms like Customer.io, Sendinblue, and Survey Sparrow
- Authored 5 bi-weekly newsletters (average open rate: 85%)
- Wrote 2 lead generation whitepapers
- Copywriter for 3 weekly social media posts
- Automated customer service processes on Facebook Business and ManyChat
- Designed 20+ on/offline publications monthly (social media, emails, newsletters, print materials)