

# A SOUL-DRIVEN

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MANIFESTO

In a world obsessed with the 'now,' I've anchored myself in the 'how' and the 'why.'

I'm not limited by my digital marketing background and entrepreneurship drive, as my career as an accomplished producer is an ongoing life project.

I collect professional and personal experiences that are transformational in their ability to ignite change and functional in their real-world applicability for personal growth, digital strategy, and business planning.

I BELIEVE IN

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# CONNECTION OVER CONVERSION

A click is a momentary interaction; a relationship can have a lifelong impact.

It's not about what I market today but what value I bring to others' lives through mentorship and consulting.

# INSATIABLE CURIOSITY

From industrial landscapes to the human psyche, my curiosity knows no bounds.

I grow by pushing boundaries, diving deep into new teachings and strategies, and continuously asking, "What's next?"

# EMPATHY AS STRATEGY

In an industry often considered 'distant,' I bring closeness.

I blend technical expertise with subtle compassion, always adding a layer of humanity to a scope of professionalism.

# LIVED EXPERIENCE AS EXPERTISE

You won't find me  
preaching from an ivory  
tower.

If I teach it, it's because  
I've lived it, failed at it,  
perfected it, and packaged  
it for you.

# BRAVERY AS STANDARD OPERATING PROCEDURE

Inspired by Erin Hanson,  
one of my beloved tattoos  
whispers in ink, "What if I  
fly?"

It's a daily reminder to  
welcome calculated risks  
in business and lifestyle.

FOR THE LOVE OF

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# BOUNDLESS GIVING

My trademark isn't measured by metrics but in fulfillment.

It's the superpower to give more than what's expected and to deliver joy by surprising those who don't usually anticipate it.



## SUSTAINABLE OVER VIRAL

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In the wake of fleeting infatuations, I aim for lasting relationships built slowly but steadily. I won't promise virality but guarantee sustainability in creating meaningful, lasting personal and professional relationships.

For those who dare to journey with me, welcome to a world where doing business is a soulful exploration. In the search for more, I've found 'more than enough,' and I invite you to find your own version of it with me.

# VIRGINIA ZULOAGA

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CREATOR · MENTOR · EXPLORER