

DIGITAL TRANSFORMATION MANAGER

Analytical & global oriented mindset with 5 cumulative years of working experience in various industries. Seeking to assist companies successfully adopt modern business strategies to drive sustainable global growth by translating insights from data into a marketable story. Ambitious manager with a desire to solve complex problems, delivering sustainable and equitable solutions.

EDUCATION

Arizona State University: Thunderbird School of Global Management - Phoenix, AZ

Graduating: May 2023

Master of Global Management (MGM) | GPA 3.71.

- Specialty focus: Digital Transformation | STEM
- MBA equivalent with an International Focus.

Arizona State University: Thunderbird School of Global Management - Glendale, AZ

Graduated: May 2021

Bachelor of Science in International Trade | GPA 3.70.

- Honors: Graduated magna cum laude and on the Dean's List.

ACADEMIC PROJECTS IN:

- **Data Analytics Coursework:** Machine Learning & AI, A/B Testing, Product Analytics, Big Data Analytics, Risk Management
- **Marketing Coursework:** Experimentation, Market Research, Customer Decision Making, Global Marketing, Data Gathering
- **Global Management Coursework:** Strategy, Finance, Leadership, Fintech Innovations, Multinational Value Chains

PROFESSIONAL EXPERIENCE

Strategy & Marketing Student Consultant

Pretec, Bucaramanga Colombia

Oct 2022 - Dec 2022

- Pretec has manufactured over 2M telephone poles providing internet, electricity, and smart city connectivity for over 40 years.
- Led the Marketing Initiative in my 5 person team for our market entry strategy into the United States.
- Gathered primary data through over 20 interviews, internal data & conversations in 4 major stakeholder meetings.
- Curated a marketing benchmark of competitor social media, SEO, website organization & psychological communication strategies.
- Provided a modernized social media engagement strategy leveraging Instagram & Tik-Tok to increase product interest.
- Research conducted on site and communicated 60% in English & 40% in Spanish, face-to-face with our client.

Digital Transformation Internship

ISSWorld, Scottsdale AZ

Jun 2022 - Aug 2022

- ISSWorld generates ~\$2b annually providing Facility Management Services to over 100 Fortune 500 companies.
- Communicated regularly with 8 Key Account Managers to establish clear & consistent internal KPI metrics across a dozen clients.
- Developed a KPI quantitative scoring framework to evaluate performance bonuses amounting over \$100k/client/quarter
- Translating qualitative & quantitative surveys into visualizations to provide correlations of performance between various contracts.

Student Consultant

Early Warning Services, Scottsdale AZ

Jan 2021 - May 2021

- EWS, the developer of Zelle, focuses on account validation, and data processing moving ~\$500b annually between individuals.
- Led the product development of the Zelle Split Payment beta feature through creating a UI Flow & visualization for implementation.
- Conducted market research on data aggregators, competitor pricing models, self-regulating agencies, and digital privacy laws.
- Managed a project using cross-functional communication and delegated appropriately to ensure timely deliverables for the clients.

SDG Data Analyst Internship

Bureau of Sanitation - Los Angeles, CA

Jun 2020 - Aug 2020

- Sustainable Development Goals project, mapping native flora and fauna to promote sustainable horticulture city wide on ArcGIS.
- Organized a user-friendly mapping tool and data bank containing 1,000s of native species as a foundation for future projects.
- Presented findings to the municipal leadership across 8 different projects geared to advancing the SDG Life on Land goal.
- Provided sustainable solutions to individuals & corporations for native species to ensure soil integrity of the region.

PROGRAMMING SKILLS AND CERTIFICATIONS

- Proficient in: MS-Office Tools, Tableau, SPSS, & Qualtrics.
- Active learner in SQL, Python, Azure and Machine Learning, Kaggle Projects & Adobe Programs.
- Moderate Spanish Level

LEADERSHIP EXPERIENCE

- Founding President of the Thunderbird Crypto Club: Event Planning, Strategized Organizational Structure & Crypto Index Tool
- Managed the direction of a Market Research Project, organizing & strategizing the primary data flow & the statistical correlations to implement business decisions.
- Organized & led the SDG presentation for stakeholders, providing insight into each sub-project, purpose & importance.