

Gloriana Ordonez Carboni

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STRATEGY LIFE SCIENCES CONSULTANT

Globally minded strategist with a strong foundation in cross-functional leadership, business storytelling, and insight generation. Experienced in delivering results across healthcare, marketing, and life sciences by turning complex problems into clear, actionable strategies. Known for creative thinking, strong communication, and meticulous attention to detail that drives impact across fast-paced, client-facing environments.

SKILLS

Strategic Problem Solving • Quantitative Analyses • Client Service Orientation • Oral and Written Communication Skills • Attention to Detail • Business Storytelling & Presentation Skills • Thought Leadership • Creative Thinking & Design Thinking • Market Research and Advanced Data Analytics (Tableau, Excel) • Stakeholder Engagement • Cross-Functional Collaboration • CRM (Salesforce) • Certified Scrum Master (CSM) • Six Sigma Green Belt

EXPERIENCE

University of North Carolina, Chapel Hill, NC

Aug 2024 - May 2025

Teaching Assistant | Introduction to Consulting Skills and Frameworks, AI Startups, Leading in the Middle

- Coached 45+ MBA students on management consulting, problem-solving skills, and structured communication, improving readiness for client service engagements and case interviews.
- Delivered detailed feedback on student projects, reinforcing oral and written communication skills, analytical thinking, and the ability to structure data-driven recommendations using statistics and business reasoning.
- Improved AI literacy and prompt engineering skills by 60% by guiding students in using Generative AI for market research, economics, statistics, and psychology to develop insights for business strategy cases.

Atlas Clinical Research, Durham, NC

Apr 2024 - Aug 2024

Strategic Marketing and Business Development Intern

- Served as Acting Marketing Coordinator, spearheading the design and implementation of a multi-channel strategy across social media, website, and thought leadership (white papers, executive content).
- Executed 5 strategic pipeline analyses correlating global and US clinical trial data with Atlas site capabilities, pinpointing key gaps and strategizing to prioritize 5 partners and address critical business challenges.
- Developed site network selection presentations with Atlas CEO, GSK, and Merck leadership, elevating stakeholder engagement by 10% and advancing thought leadership through a published white paper.

Forsyth Technical Community College, Winston-Salem, NC

Mar 2022 - Jun 2023

Marketing Assistant

- Optimized digital and cross-channel marketing strategies, driving a 15% increase in student engagement and achieving a 5% reduction in traditional media spending through data-informed campaign planning.
- Designed and launched targeted enrollment campaigns across digital, social, and traditional channels, generating over 300 inquiries and contributing to a 10% enrollment increase by Spring 2024.

ModSquad Inc., San Jose, Costa Rica
Dec 2020

Aug 2018 - Dec 2020 Project Manager | Apr 2019 -

- Onboarded, managed, and mentored 200+ global remote team members across 10+ projects in CPG, tech, and digital media, driving KPI improvements through targeted training and performance development.
- Oversaw multi-channel customer service operations, leveraging analytics and cross-functional collaboration to enhance the consumer experience across platforms, resulting in a 20% increase in customer satisfaction.
- Built and optimized weekly KPI dashboards and client reports, improving first-contact resolution rates by enhancing data visibility and enabling faster, more effective decision-making and goal achievement.

Assistant Project Manager | Aug 2018 - Apr 2019

- Conducted quality assurance reviews of customer interactions and coached teams on best practices that improved service quality, maintaining CSAT above 85% across CPG and digital media accounts.
- Monitored customer outreach patterns to proactively flag bugs and service issues, reducing average issue detection time by 20% and accelerating client and project leadership response actions.
- Delivered 100% shift coverage and reduced staffing-related service disruptions by 15% across 24/7 support operations through optimized scheduling and multi-project scope coordination.

GO Fisioterapia en Movimiento., San Jose, Costa Rica
Founder and Physical Therapist

Apr 2018 - Dec 2020

- Founded and scaled a private physical therapy practice, overseeing all aspects of business operations, strategy, financial management, and marketing, increasing growth and retention by 50% YoY for 2 years.
- Designed and executed patient acquisition campaigns via social media, referrals, and local outreach, building branded content to boost trust and driving a 40% increase in new bookings within one year.
- Engineered and streamlined operational and financial systems to enhance patient services, improve retention by 50% YoY, and maintain a 20%+ profit margin, driving sustainable healthcare delivery outcomes.

GLOBAL SKILLS AND EXPERIENCES

- Languages: Native Spanish and English | Basic French, Russian, and Portuguese
- Short-Exchange Program: International Negotiations – ESSEC Business School Paris, January 2025
- Global Immersion Electives: Healthcare in Japan and Thailand | Social Entrepreneurship in South Africa

EDUCATION

Master of Business Administration (MBA) | May 2025
University of North Carolina, Chapel Hill, NC

Licentiate in Physical Therapy (Master's Level Degree)
Universidad Santa Paula, San Jose, Costa Rica

Bachelor of Science in Physical Therapy
Universidad de Costa Rica, San Jose, Costa Rica