**Kassandra Castellanos**

(832) 815-7230 ● Houston, TX ● kec086@shsu.edu

**EXPERIENCE**

**IT Support Specialist**  July. 2023 - Present

Sam Houston State University | Huntsville, Texas

Diagnosed and resolved intricate technical challenges by meticulously identifying the root causes of issues, devising effective solutions, and furnishing comprehensive feedback to management.

Key Accomplishments:

* + Effectively tackled complex issues, resulting in a ***25% decrease in recurring technical problems over a two month period***
  + Reengineered a core workflow, resulting in a***15% boost in productivity among support staff.***
  + Received accolades from department heads for resolving a critical system malfunction, preventing potential data loss.
  + Successfully addressed an average of ***20 technical inquiries per day, maintaining a 95% resolution rate within the same business day.***

**Student Marketer** Dec. 2022-Present

Red Bull | Houston, Texas

Directed contact with various consumers and customers, inviting product trial, helping establish Red Bull consumption in diverse occasions, supporting our sales teams, working with renowned athletes and of course ensuring an unforgettable brand experience for consumers at Red Bull events

Key Accomplishments:

* + Strategically ***led Red Bull Campus Clutch***, amplifying Houston North's influence in a prestigious global ***VALORANT*** tournament exclusively for university students
  + Successfully expanded the tournament to include 10 additional universities, achieving a ***record-breaking 25% growth in participation.***
  + Garnered an impressive ***15% surge in student interactions and a 20% increase in brand recognition*** through the seamless implementation of tailored campus initiatives.

**Data Engineer** June. 2020 - Dec. 2020

Gringos | Houston, Texas

* + Recorded and analyzed health data for over ***100*** employees daily, resulting in a significant decrease in foodborne illness incidents by ***35%*** within the first year
  + Instituted rigorous data quality checks, ***ETL***, and validation protocols, ensuring that health data was consistent, accurate, and compliant with regulatory standards, thereby fortifying the reliability of analytical outcomes

**EDUCATION**

**Sam Houston State University** | Bachelor of Business Marketing Aug. 2021 - Present

* Minors: ***Management Information systems***
* ***Deans List***
* *Member of* the Marketing Club

**SKILLS**

Detail-ortiented, Leadership, Microsoft Office, Excel, HTML, CSS | MAC OS | Windows |