

Nicholas James Ortiz

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, Center for Professional Education, Austin, Texas Coding Bootcamp Certificate, Full-stack Web Development	July 2023
UNIVERSITY OF HOUSTON, C. T. Bauer College of Business, Houston, Texas Master of Science in Marketing	May 2021
UNIVERSITY OF HOUSTON, C. T. Bauer College of Business, Houston, Texas Business Consulting Certificate Entrepreneurship Certificate	May 2021
THE UNIVERSITY OF TEXAS AT AUSTIN, College of Liberal Arts, Austin, Texas Bachelor of Arts in Psychology	August 2012
THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, Texas Business Foundations Certificate	August 2012

EXPERIENCE

MBK Consulting **May 2021 - Present** **Consultant**

- Perform research-based consulting for small to medium-sized businesses as well as enterprise level clients.
- Conduct market research and industry analysis subsequently providing strategic direction.
- Derive and manage digital marketing/ advertising campaigns via Google Ads and Meta Ads Manager.
- Generate business plans and pitch decks purposed with acquiring capital investment.

University of Houston, C.T. Bauer College of Business **Spring 2021** **Analyst, MS Marketing Professional Project**

- Performed A/B test measuring impact of machine learning and artificial intelligence on Return on Ad Spend (ROAS).
- Conducted display advertising campaign on behalf of an eCommerce firm as vehicle for measurement.
- Contracted various vendors including StackRabbit (programmatic ad buying), Amazon Web Services, and IBM Watson.
- Identified efficiencies and nuances via campaign KPI's determining which technique was most robust.

Cougar Venture Fund **Fall 2020** **Investment Analyst**

- Conducted due diligence procedures evaluating product/ service viability for \$25K convertible note investment.
- Interviewed firm employees and industry experts for data collection, analysis and verification.
- Generated financial projections based on market insight and independent assumptions.
- Provided investment recommendations to Cougar Venture Fund investment board.

University of Houston, C.T. Bauer College of Business **Fall 2020** **Analyst, Search Engine Marketing Course Project**

- Interviewed client's key stakeholders for business/ industry familiarization and audited search engine marketing strategy.
- Developed standard operating procedures to maximize search engine performance.
- Optimized client's web content for improved search results via Search Engine Optimization (SEO) procedures.
- Administered Pay Per Click (PPC) campaign via Google Ads to increase website traffic as well as conversions.

Stimulating Urban Renewal through Entrepreneurship (SURE) Program

Consultant, Project Leader- Accounting, eCommerce, and Risk Management **January 2020 - December 2020**

- Managed consulting firms in various industries by providing client support as well as direction for consultants.
- Reviewed industry reports and provided clients with market insight while advising on business plan development.
- Conducted brand communication audits via machine learning and artificial intelligence for digital marketing development.
- Liaised on behalf of SURE program's Executive Director to facilitate communication between consulting firms and program.

SKILLS

Software/ Applications

- Microsoft Suite- Word, Excel and PowerPoint • AWS- Media Insights and CloudFormation • IBM Watson • Postman API
- Tableau • BlueSky Statistics • RStudio • Meta Ads Manager • Google Ads • Salesforce • Atlassian- Jira and Confluence