

# Nicholas James Ortiz

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## EDUCATION

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

## EXPERIENCE

<b>MBK Consulting, Austin, TX</b>	<b>May 2021 - Present</b>
<b>Consultant</b>	

- 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.
- Generate business plans and pitch decks purposed with acquiring capital investment.
- Design, develop, and engage web hosting services for full-stack web application deployment.
- Derive and manage digital marketing/ advertising campaigns via Google Ads and Meta Ads Manager.

<b>University of Houston, C.T. Bauer College of Business, Houston, TX</b>	<b>January 2021 - May 2021</b>
<b>Analyst, MS Marketing Professional Project</b>	

- 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.

<b>Cougar Venture Fund, Houston, TX</b>	<b>August 2020 - December 2020</b>
<b>Investment Analyst</b>	

- 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.

<b>Stimulating Urban Renewal through Entrepreneurship Program, Houston, TX</b>	<b>January 2020 - December 2020</b>
<b>Consultant, Project Leader- Accounting, eCommerce, and Risk Management</b>	

- 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 audits via machine learning and artificial intelligence for digital marketing development.
- Liaised on behalf of Executive Director to facilitate communication between consulting firms and program.

## TECHNICAL SKILLS

- Microsoft Suite- Word, Excel and PowerPoint • AWS- Media Insights and CloudFormation • IBM Watson • Postman API
- BlueSky Statistics • RStudio • Meta Ads Manager • Google Ads • Salesforce • Atlassian- Jira and Confluence • Figma
- HTML • CSS • JavaScript • API's • jQuery • Node.js • Express.js • MySQL • MongoDB • React.js • JWT • Apollo