

OCTAVIO ARGONZ

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PROFILE

Business Management student at ITBA with a strong interest in the intersection of technology and business. Passionate about digital transformation and data-driven decision-making. I bring over 2 years of experience in customer service and am currently growing in the field of digital analytics. Analytical, organized, and driven by learning and problem-solving.

EXPERIENCE

Digital Analytics Intern – Nike (Southbay S.A.)

July 2024 – Present | Buenos Aires, Argentina

- Currently working in the Nike Direct Digital Commerce (NDDC) team.
- Maintain and optimize digital sales and performance databases.
- Create and analyze dashboards and performance reports using Power BI, Excel, and SQL to identify consumer trends and business opportunities.
- Generate insights for cross-functional teams to improve website performance and user experience.
- Collaborate with teams from marketing, e-commerce, and product to support digital strategy.

Customer Service Representative – Valkur

November 2020 – November 2023 | Buenos Aires, Argentina

- Delivered multichannel support across phone, email, and web chat with a strong focus on post-sale experience.
- Resolved customer issues efficiently, increasing customer retention and satisfaction.
- Proposed process improvements that enhanced overall service efficiency.

Teaching Assistant – ITBA (General Computing)

March 2023 – July 2023

- Assisted students in Python programming fundamentals and logical problem-solving.
- Provided academic support and tutoring to over 100 first-year students.

EDUCATION

Instituto Tecnológico de Buenos Aires (ITBA)

Bachelor's Degree in Business Management

March 2022 – Expected June 2026

- Focused on technological innovation, data analysis, and business strategy.

TECHNICAL SKILLS

- Languages & Tools: Python, SQL, HTML, CSS, TypeScript, Power BI, Excel
- Business & Process Tools: BPM (Bizagi), Scrum, UML
- Soft Skills: Communication, Time Management, Problem-Solving, Creative Thinking

LANGUAGES

- Spanish (Native)
- English (Advanced – Written & Spoken)