

SARA ECHEVERRY MEDINA

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OBJECTIVE

Economics major with expertise in data analytics and business strategy, eager to drive impactful solutions in consulting or analytics. Proven leader in e-commerce operations and sustainable business practices, with a knack for transforming data into actionable insights.

SKILLS AND ABILITIES

Data Analytics: Proficient in SQL and R for data manipulation, analysis, and visualization.

Research & Strategy: Experienced in collaborative group projects with a focus on business insights and market trends.

Communication & Leadership: Effective in team coordination and setting performance benchmarks.

EXPERIENCE

Holt Renfrew – E-commerce Representative

Oct 2022 - Present

- Resolve customer issues, ensuring satisfaction and retention by handling over 50 client inquiries weekly.
- Investigate and mitigate suspicious activities, minimizing potential risks to the platform.
- Coordinate a team of online sales associates, optimizing workflow and achieving 15% increase in efficiency.

Teaching Assistant – BUS 275

Jan 2024 – Apr 2024

- Supported course delivery by assisting in lesson planning, grading, and student mentorship.
- Facilitated discussions on sustainability and business ethics, fostering engagement among a class of 60 students.
- Provided feedback to student teams on project presentations and research initiatives.

PROJECTS

Housing affordability analysis – Data Visualization and Economic Analysis

Nov 2024

- Analyzed income and housing affordability trends across Canada using R.
- Built a Housing Affordability Index and regression models to assess key factors.
- Conducted data cleaning and exploratory analysis on datasets from Statistics Canada and the Canadian Real Estate Association.

EDUCATION

Simon Fraser University

September 2022 – Present

Bachelor of Arts in Economics, Minor in Business

- **Relevant Coursework:** Business Analytics, Applied Econometrics, Business Technology management
- **Tools:** Proficient in SQL, R, and data visualization tools
- **Deans Honour Roll** 2nd year; 3.5 GPA