

# SARA ECHEVERRY MEDINA

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## PROFILE

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Third-year Economics major with a minor in Business Administration at Simon Fraser University 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, skilled at converting data into meaningful and actionable insights.

## QUALIFICATIONS

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

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

**Communication:** Skilled in Microsoft Word and PowerPoint for effectively delivering reports and presenting results.

**Leadership:** Effective in team coordination and setting performance benchmarks

## PROJECTS

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### Housing Affordability Analysis – Data Visualization and Economic Analysis (ECON334) Nov. 2024

*Simon Fraser University*

- Analyzed income and housing affordability trends across Canada using R, earning top mark.
- Conducted data cleaning and exploratory analysis on datasets from Statistics Canada and the Canadian Real Estate Association.
- Developed a Housing Affordability Index and regression models by analyzing income trends in relation to shelter costs, identifying key affordability factors.
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### Product Selection Report – Business Technology Management (BUS237)

Apr. 2024

*Simon Fraser University*

- Conducted profitability analysis to determine appropriate product mix for limited display space, maximizing potential contribution margins.
- Utilized Microsoft Excel and SQL to organize, analyze, and manage data for 2000 different products, based on profit margins and available space to maximize earnings.
- Developed a comprehensive report using Microsoft Word to present findings and actionable recommendations.

## EDUCATION

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**Simon Fraser University**

Sept. 2022 – Present

*Bachelor of Arts in Economics, Minor in Business Administration*

- **Relevant Coursework:** Business Analytics, Applied Econometrics, Business Technology management, Managerial Accounting and Financial Accounting
- **Tools:** Proficient in SQL, R, Access and Excel.
- **Deans Honour Roll** 2<sup>nd</sup> year; 3.5 GPA

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## EXPERIENCE

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### Holt Renfrew – E-commerce Representative

Oct. 2022 - Present

- Resolved customer issues by efficiently addressing over 50 client inquiries weekly, identifying solutions to meet their needs, and ensuring high satisfaction and retention rates.
- Investigated and mitigated suspicious activities by analyzing transaction patterns and identifying anomalies, effectively minimizing potential risks to the platform and ensuring compliance with protocols.
- Coordinated a team of 10 online sales associates by prioritizing tasks based on needs and workflow, leading to a 15% increase in operational efficiency and improved team performance.

### Simon Fraser University – Teaching Assistant

Jan. 2024 – Apr. 2024

- Assisted and delivered Sustainable Business by planning lessons, grading assignments, and mentoring students.
- Developed and delivered a 40-minute lesson on sustainability and business ethics, encouraging active participation from a class of 60 students.
- Provided constructive feedback to student teams on project presentations and research, enhancing the quality of their work.

### Sole proprietorship – Rental Property Management

Aug. 2020 – Jul. 2024

- Managed a portfolio of five rental properties, ensuring smooth operations, tenant satisfaction, and financial oversight.
- Developed comprehensive spreadsheets to track rental income, property expenses, and budget allocations, improving financial management and optimizing budget decisions across multiple properties.
- Handled all financial transactions, including rent collection, utility payments, and vendor invoices, ensuring timely and accurate processing.

### White Spot – Server

Jan. 2022 – Dec. 2022

- Managed multiple tasks efficiently, including taking orders, coordinating with the kitchen, and handling payments in a POS system, in a fast-paced environment.
- Resolved customer concerns by actively listening, offering prompt solutions, and following up to ensure satisfaction, resulting in positive reviews and repeat business.
- Analyzed sales trends during shifts to recommend upselling strategies, contributing to increased revenue.

## VOLUNTEER

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### PEIMUN – Academic Secretary and Event Organizer

Nov. 2019 – Present

- Collaborated with the Pereira government and organizing committee to host a citywide United Nations Model event.
- Designed and led a 2-hour training session for a group of 70 students, teaching techniques for effective data gathering and presenting ideas with well-reasoned arguments.
- Demonstrated leadership, communication, and organizational skills by building strong partnerships with educator and government representatives to deliver a successful event with over 500 attendees impacting students across multiple schools.