

## Contact

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## Top Skills

Nielsen  
Data Analysis  
Presentation Skills

## Languages

English (Native or Bilingual)  
Spanish (Native or Bilingual)  
Portuguese (Native or Bilingual)

## Honors-Awards

Impact Award

# Romina Aguado

Customer Revenue Management Business Analyst National  
Accounts  
Minneapolis

## Summary

Creative and critical thinker that enjoys solving ambiguous problems.

Highly self-motivated and self-sufficient; driven by curiosity.

Flexible and easily adaptable to changing needs with ability to see the bigger picture while developing an action plans

Possess customer Service skills combined with strong data analytics and communication.

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## Experience

Chobani

2 years 8 months

Customer Revenue Management Business Analyst National Accounts  
July 2020 - Present (8 months)  
Minneapolis, Minnesota, United States

Oversaw Forecast Accuracy and conducted analysis and recommendations for improvement

Supported Account Managers with Forecast submissions

Conducted analysis related to baseline trends (incl. seasonality, cannibalization), Ship to consumption, Trade, Promotional performance, Swell

Communicated recap of forecast volume changes immediately after each JDA lock (leveraging Volume Drivers)

Business Analyst

July 2018 - July 2020 (2 years 1 month)  
Greater Minneapolis-St. Paul Area

Managed multiple report updates, changes and improvements for division in order to provide most updated insights on a weekly basis

Managed submission of promotional contracts for one of the main accounts in central division

Communicated weekly performance recaps combining consumption and shipment data for the division

Created sales report to track yearly growth goals combining consumption, forecast and promotional data

Conducted platforms analysis to diagnose performance issues and to identify achievable dollar growth goals

Combined forecast data, orders, shipments data and, consumption data from different data platforms to create tracker for new items being launched in order to identified consumption vs orders gap and achieve a more accurate forecast

Provided support on ad hoc requests related to consumption to multiple account managers for the Central division

Nielsen

Analyst

March 2017 - July 2018 (1 year 5 months)

Greater Minneapolis-St. Paul Area

Delivered category analysis overview through category reviews

Provided timely, value-added insights and recommendations to the customer that helped achieve customer objectives

Utilized syndicated data and consumer data (loyalty and point of sale) to uncover opportunities and provided analytical recommendations

Presented category insights to customers

Assisted in the development and implementation of integrated internal/external customer business plans, including business, market, competitive and shopper trends

Performed distribution opportunity analysis

Leveraged analytical insights to develop actionable stories

Partnered with Category Managers to develop category plans and performed category/brand analysis for the retail customer

Accomplished organizational goals by taking ownership of new product deployments as Walmart One Version of the Truth, Fresh data incorporation to AOD, including working with internal and external cross-functional teams to create and execute project plans for new product deployments

Streamlined and improved operational support processes for internal and external teams as databases changed communications

Managed database changes and corrections by working as liaison between client and database production teams

Worked with Data Management Group on product hierarchy, data integrity, and new product introduction

## Delta Air Lines

3 years 3 months

### Team Leader - Joint Venture Global Ticketing Support

July 2016 - March 2017 (9 months)

Led team of 20 agents, reviewed reports for key performance metrics, and tracked team performance trends

Monitored, evaluated, and conducted quality assurance checks to ensure policy and procedures were correctly followed

Worked across departments and led the development of training programs with a focus on transmitting complex policies and procedures in a simple, digestible fashion

Led team meetings, presenting identified areas and methods for improvement through coaching for new and existing employees

Implemented changes to reduce Customer Handle Time (key success metric) by 11.6% in 3 months

### Fare Pricing Specialist - Joint Venture Global Ticketing Support

January 2015 - June 2016 (1 year 6 months)

Assisted with ad-hoc data analysis for key performance metrics and generated reports used by senior management

Designed and implemented an Excel Macro tool that streamlined a recurring pricing process that was adopted and became the new standard within the department

Served as a point of contact for pricing inquiries for the internal sales department to ensure price adjustments met the needs of the customer while still remaining profitable

Became a subject matter expert in airline software, policy, and procedures to support colleagues with the input and output of information using those tools

### Specialist - Customer Experience

January 2014 - December 2014 (1 year)

Sold travel related services, including flights, car rental, hotel, and credit card vendor partner products, and actively searched for solutions to customer problems

Exceeded monthly sales metrics and ranked within top 3% for annual sales

Selected act as a mentor for new hire onboarding due to exemplary performance

Coached under-performing agents who were not meeting important metrics and helped them increase productivity and sales

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## Education

University of Minnesota College of Continuing & Professional Studies  
Full-Stack Web Development Certification · (2020 - 2021)

### Metropolitan State University

Bachelor of Applied Science (B.A.Sc.), Business/Managerial  
Economics · (2013 - 2016)