# Alejandro F. Medina Mora

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## EDUCATION

**The George Washington University**                                    **Washington, D.C.**
**Cum Laude Bachelor of Science in Engineering Management and Systems Engineering**

- Minor: Business Administration, Concentration: Data Analytics
- The Posse Foundation Full-Tuition Leadership Scholarship

### RELEVANT COURSEWORK:

Financial Accounting, Quantitative Methods in Investment Engineering, Programming for Analytics (Python and R), Mathematics in Operations Research, Engineering Economic Analysis, Techniques of Risk Analysis & Management, Discrete Systems Simulation, Applied Optimization Modeling, Statistical Computing Packages

## EXPERIENCE

**American Express: Global Merchant Communications Solutions (GMCS)**                 **New York, NY**
**Associate Product Manager/Marketing Analyst**                                       **June 2023 – Current**

- Managed end-to-end process for all APAC marketing campaigns and US retention communications, ensuring data-driven decision-making and consulting.
- Led strategic analysis of multi-channel marketing campaigns with 32M+ touchpoints to optimize performance and operational efficiency in US and international markets.
- Partnered cross-functionally with data analytics, product, and marketing teams to assess and enhance segmentation strategies, campaign testing, and compliance workflows.

**Arrow Electronics:**                                                                **Alpharetta, GA**
**Sales/Information Technology Engineering Intern**                                    **June 2022 – June 2023**

- Built and optimized virtual environments using VMware vSphere for Windows and Linux system management.
- Integrated Microsoft 365 and Azure Active Directory into QRadar to enhance security monitoring.
- Supported partner solutions deployment in IBM QRadar and Red Hat Ansible, improving operational efficiency.

**George Washington School of Engineering (SEAS):**                                   **Washington, D.C.**
**Student Academic Asst II: Quantitative Models Learning Assistant**                  **June 2022 – December 2022**

- Conducted weekly office hours to guide students in linear programming, optimization modeling, forecasting and statistical analysis.
- Assisted in developing problem-solving techniques and data-driven decision-making skills.

**George Washington School of Engineering (SEAS):**                                   **Washington, D.C.**
**Ambassador**                                                                        **June 2021 – May 2023**

- Coordinated events with engineering ambassador team for sophomore engineering students (Annual SEAS Field Day)
- Coached and mentored students one-on-one with any necessary academic/early career questions
- Supported parent campus tours focused on Systems Engineering and Applied Science Students

## TECHNICAL SKILLS

- **Data Analysis & Strategy:** R (dplyr, ggplot2), Python (Pandas, NumPy), SQL, Excel (data modeling, pivot tables, VBA, simulation), Tableau, computer science principles
- **Problem Solving & Optimization:** Lean/Agile Methodology, SCRUM Framework, DMAIC Approach, Applied optimization modeling, statistical computing, process improvement, customer facing retail sales experience
- **Operations & Market Strategy:** Marketplace analysis, campaign strategy, multi-channel marketing
- **Communication & Stakeholder Management:** Strong cross-functional collaboration, data storytelling, presentation skills, partner relationship management

## PROJECTS/ACHIEVEMENTS

- **WMATA Emergency Response Team Allocation Model**: Built a Python-based optimization model using Google Maps API; IEEE Systems & Information Engineering Design Symposium 2023 Best Paper in Decision Sciences; Provided a strategic recommendation balancing impact and overhead costs
- **Developed an Excel Ingredient Tracking Tool:** Developed an inventory management system for a restaurant leveraging historical data and recipes
- **Phi Iota Alpha Fraternity, Inc. National Team Education Program Manager:** Developed marketing and procedural-based programing for all active undergraduate and alumni members
- **Semi-Professional Soccer Player**: 2 Seasons United Premier Soccer League (UPSL) in Georgia
- **Hispanic Scholarship Fund Scholar (2021-2022)** and **Society of Hispanic Professional Engineers (SHPE)**