

# Erick Amezcua

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## EDUCATION

<b>Brandeis International Business School</b>	<b>Waltham, MA</b>
<b>Master of Arts in International Economics and Finance (Data Analytics Concentration)</b> – GPA: 3.79	08/2023 - 12/2024
<i>Awards:</i> Prospanica Scholar (05/2023 - 08/2024)	
<i>Relevant Coursework:</i> Tableau, Python, Data Analytics, Financial Accounting, Corporate Finance, Applied Int'l Macroeconomics	
<b>Brandeis University</b>	<b>Waltham, MA</b>
<b>Bachelor of Arts in Economics and Film</b> - GPA: 3.7	08/2019 - 05/2023
<i>Awards:</i> Wien International Scholar (08/2019 - 05/2023)	
<i>Relevant Coursework:</i> Econometrics, Intermediate Micro/Macroeconomics, Industrial Organization, Financial Economics	

## WORK EXPERIENCE

<b>Boston Language Hub</b>	<b>Boston, MA</b>
<b>Marketing Analyst Intern</b>	08/2024 – present
<ul style="list-style-type: none"><li>Engage in A/B testing through Google Ads, track data through Google Analytics (G4), and create comprehensive visualizations of data collected</li><li>Conduct research and data analysis to support marketing and SEO efforts</li><li>Collaborate with program director to develop and execute marketing campaigns</li></ul>	
<b>Department of Community Living</b>	<b>Waltham, MA</b>
<b>Assistant Area Coordinator</b>	08/2023 – present
<ul style="list-style-type: none"><li>Ensure the safety of 2,000+ students by responding to crises that happen around campus in 24-hour periods</li><li>Supervise four residential advisors to create programs that will enhance community living</li><li>Oversee 10+ spreadsheets relating to yearly budget allocation, confidential student information, and residence hall information that helps ensure the academic year runs smoothly</li></ul>	
<b>Sound &amp; Image, Media Studios</b>	<b>Waltham, MA</b>
<b>Senior Support Specialist and Production Assistant</b>	06/2020 – 07/2023
<ul style="list-style-type: none"><li>Advised hundreds of students and faculty regarding media software and hardware so they can create high quality projects</li><li>Led extensive video productions for five academic departments and five student-run clubs to produce over 10 excellent media project that met their needs</li></ul>	
<b>Joseph Advisory Services</b>	<b>El Paso, TX</b>
<b>Intern</b>	05/2021 - 08/2021
<ul style="list-style-type: none"><li>Attended meetings that led to the opening of a \$5MM+ fund with the only venture capitalist in the Southwest region of the US</li><li>Created promotional videos for a local news program called SayWhat.Tv, a local media outlet providing mental health awareness for hundreds of teens around the El Paso area</li><li>Managed a dataset of 110 hotels and motels to ensure the 2022 El Paso Bible Blitz ran smoothly</li></ul>	

## PROJECTS

<b>Brandeis International Business School</b>	<b>Waltham, MA</b>
<b>Life Expectancy Analysis Consultancy</b>	08/2023-10/2023
<ul style="list-style-type: none"><li>Created a consultancy project on recommendations to increase life expectancy and betterment of countries</li><li>Developed advance visualizations using R and Tableau to show correlations and statistical significance between different variables</li><li>Performed data cleaning, outlier analysis, and more to ensure the quality of the data is excellent</li></ul>	

## SKILLS/CERTIFICATIONS

**Technical Skills:** Adobe Cloud, Vistaprint, R, SQL, Final Draft, Microsoft Office, Python, Tableau  
**LinkedIn Certifications:** Adobe Premiere Pro, Adobe Photoshop, Adobe Lightroom, Excel  
**Google Certifications:** The Fundamentals of Digital Marketing, Data Analytics Professional Certificate  
**Languages:** English (Native), Spanish (Native), Japanese (Beginner)