

Santiago Baltazar

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EDUCATION

University of California Irvine
BS in Business Information Management

Irvine, CA
Graduation Date: June 2027

University College London
Business and Entrepreneurship in London

London, UK
Program Date: Winter 2025

WORK EXPERIENCE

Ember Holdings (Real Estate Investment Firm)

Newport Beach, CA

Market Sales Analyst

April 2024 – January 2025

- Researched and analyzed REO properties using a in-house CRM tool, public data documentation and Microsoft Excel, ensuring accurate valuations and optimizing property pricing for competitive market positioning.
- Proactively sourced and engaged investors through targeted market research and strategic outreach, securing the sale of 6 properties generating \$80,000+ in profit.
- Streamlined investor outreach by leveraging CRM data and market analytics, identifying high-value buyers and increasing engagement rates, leading to faster deal closures.
- Oversaw contract execution and escrow transactions by coordinating title transfers, verifying legal compliance, and ensuring seamless closings in fund disbursement.

Pulp Pantry

Remote

Business Development Intern

October 2023 - April 2024

- Worked with the CEO to align sales strategies, track market trends, optimize promotions, and secure repeat orders, improving inventory management and sell-through rates for underperforming locations
- Developed and implemented targeted market entry strategies, securing 50+ new client store partnerships and driving \$75,000 in revenue within a single quarter, significantly increasing brand visibility.
- Led outbound sales by pitching Pulp Chips to retailers, coordinating sampling programs, and managing CRM data to expand brand presence in independent and chain markets.

Perry Ellis International

Ontario, CA

Sales Operation Analyst

February 2023 – September 2023

- Optimized inventory control using Oracle Retail Merchandising System, reconciling stock discrepancies and improving inventory accuracy, ensuring seamless product availability across retail locations.
- Enhanced shipping and logistics operations by refining data workflows, reducing fulfillment errors, and implementing cost-saving measures that streamlined supply chain efficiency.
- Increased sell through rates by executing strategic merchandising initiatives, improving product visibility on key retail shelves, and driving customer engagement to boost overall sales performance.

PROJECTS

Custom Portfolio Website (HTML, CSS, GitHub Pages)

- Designed and built personal portfolio from scratch using HTML, CSS and SCSS
- Implemented responsive design and interactive UI to improve usability and engagement.

Plane Statistics (Power BI, Microsoft Excel)

- Built Power BI dashboard comparing airplane, automobile, and motorcycle incidents using real-world datasets.
- Visualized trends with slicers, maps, and KPIs to highlight safety insights and transportation risks.

Asteroid Tracker (Python, API)

- Built Python tool using NASA's API to display real-time asteroid size, speed, and proximity data.
- Practiced API integration, data parsing, and formatting for clear safety insights.

LEADERSHIP EXPERIENCE

Manifest (Entrepreneurship Club)

Irvine, CA

Logistics

April 2024 – Present

- Secured top speakers (e.g., Ring's CMO, Veritone's CEO) to share entrepreneurial insights.
- Coordinated logistics for Las Vegas retreat, enhancing team-building and networking.

SKILLS & INTERESTS

Skills: Python | Java | Data Analysis | Market Research | CRM | Bilingual (Spanish, English)

Interests: Technology & Operations, Analytics, Personal Finance, Traveling, Football (Soccer)