

# 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**

Disposition Agent

*April 2024 – January 2025*

- Researched and analyzed REO properties using CRM tools, public record documentation, and Zillow, ensuring accurate valuations and optimizing property pricing for competitive market positioning.
- Streamlined investor outreach by leveraging CRM data and market analytics, identifying high-value buyers and increasing engagement rates, leading to faster deal closures.
- Proactively sourced and engaged investors through targeted market research and strategic outreach, securing the sale of 2 properties in under 2 months, generating \$30,000+ in profit.
- 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**

Strategic Sales Information 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.

## LEADERSHIP EXPERIENCE

**Manifest (Entrepreneurship Club)**

**Irvine, CA**

*Logistics*

*April 2024 – Present*

- Organized high-profile speaker events, securing industry leaders like former CMO of Ring, Karni Baghdikian, and Veritone CEO, Ryan Steelberg, to provide members with exclusive entrepreneurial insights.
- Led logistics for the club's spring retreat in Las Vegas, coordinating travel, accommodations, and securing a helicopter tour experience, enhancing networking and team-building opportunities.

**Rialto City Representative**

**Rialto, CA**

*ASB President*

*August 2019 – June 2023*

- Delivered speeches to thousands and represented students statewide, including at the Golden Bell Award ceremony in San Francisco.
- Organized blood drives, food drives, and cultural festivals, enhancing student and community engagement.

## SKILLS & INTERESTS

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

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