

## Carmen María Pelayo Fernández

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### Education

#### UNIVERSIDAD CARLOS III DE MADRID

B.S. in Management and Technology (Inaugural Class). Grade: 3.62/4\*. Taught in English.

Minor Degree in Economics.

Honors in Fundamentals of Software Production.

Thesis: Location Recommendation System for Businesses in the European ICT Industry (A+).

Getafe, Spain

2018 - 2022

#### UNIVERSITY OF WISCONSIN - MADISON (Study Abroad)

Relevant coursework: Data Science Programming I and II, Machine Learning, Strategic Management.

Madison, WI

2021 - 2022

#### ESCUELAS PÍAS DE SAN FERNANDO (High School)

Grade: A+. Honors in Mathematics, English, History & Geography.

School Representative in the Spring Mathematics Competition (2014 & 2016) – Universidad Complutense de Madrid.

Pozuelo de Alarcón, Spain

2012 - 2018

### Experience

#### DELOITTE CONSULTING

##### Enterprise Technology & Transformation Analyst

Madrid, Spain

September 2022 – Present

- Defining triggers for the automation of database inserts and updates using Salesforce Apex.
- Building customer journeys for e-mail and SMS communications using Salesforce Marketing Cloud.

#### SPECTRUM BRANDS

##### Enterprise Architecture Intern

Middleton, WI

May 2022 – July 2022

- Analyzed the potential implementation of blockchain technologies in the organization's supply chain.
- Created a task assignment matrix for projects in the IT department.

#### CLEVER ADS

##### Product Management Intern

Madrid, Spain

June 2020 – September 2020

- Studied the launch of a new niche product, Clever Hotel Ads.
- Designed corporate e-mails and pop-up web notifications using WordPress.

### Activities & Certifications

**Undergraduate Research** – Knowledge Reuse Group, Universidad Carlos III de Madrid

September 2021 – June 2022

**Introduction to Management Information Systems** Certification (24 hours) – EdX

April 2021

**Professional Competencies** Seminar – Universidad Politécnica de Madrid

February 2021 – April 2021

**Google Ads Search** Certification (24 hours) – Google

June 2020

**Fundamentals of Digital Marketing** Certification (40 hours) – Google

April 2020

Participant in **StartUp Program** – PwC & Junior Achievement

September 2019 – May 2020

**Entrepreneurship** Seminar (30 hours) – Universidad Carlos III de Madrid

September 2019 – December 2019

Winner of the **StartUp Yourself Brazil** Scholarship – AIESEC & BBVA

May 2019

**Camp Counselor** Certification – Junta de Andalucía

February 2019

**Expeditioner** – España Rumbo al Sur (Morocco Edition)

August 2017

**C1 Advanced English** Certification – University of Cambridge

November 2016

**Grade 4 Piano** Certification – Associated Board of the Royal Schools of Music

2013

**Troop Member** – Grupo Scout Eslabón

2010 - 2013

### Skills & Interests

**Technical:** Python, R, SQL, Java/Apex, Salesforce CRM, Google Ads.

**Languages:** Spanish (Native), English (Fluent), German (Basic).

**Interests:** Data Science, Behavioral Economics, Business Sustainability, Marketing.

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\* Converted from the Spanish grading scale (0-10) using the World Education Services iGPA Calculator.