

Carmen María Pelayo Fernández

Education

UNIVERSIDAD CARLOS III DE MADRID

B.S. in Management and Technology (Inaugural Class). 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)

Honors in Mathematics, English, History and 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

- 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.

Madrid, Spain

September 2022 - Present

SPECTRUM BRANDS

Enterprise Architecture Intern

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

Middleton, WI

May 2022 - July 2022

CLEVER ADS

Product Management Intern

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

Madrid, Spain

June 2020 - September 2020

Activities & Certifications

Salesforce Administrator Certification – Salesforce

January 2023

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

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, Salesforce CRM, Google Ads.

Languages: Spanish (Native), English (Proficient), German (Basic).

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

Resources

Personal Website: <https://carmenpelayo.streamlit.app/>

LinkedIn: <https://www.linkedin.com/in/carmenpelayofernandez/>

GitHub: <https://github.com/carmenpelayo/Carmen-Pelayo>