

# CARL ROBELO

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## EDUCATION

UNIVERSITY OF IOWA

B.B.A. Business Analytics and Information Systems, Marketing

GPA: 3.20/4.0

*Iowa City, IA*

Anticipated 05/2023

## TECHNICAL SKILLS

- **Tools:** SQL, Python, R, Excel, Microsoft Azure, Google Analytics, Google Data Studio, Power BI
- **Methodologies:** Data modeling, Regression, Correlation, Forecasting, Time-Series Analysis

## PROJECTS

BAIS RSM Capstone Project

04/2023

- Worked with RSM and their non-profit sector to assist in helping them improve their member tracking and engagement
- Established a data factory and SQL database in Microsoft Azure in order to transfer member data from Excel and use SQL to pull the necessary information we need through SQL Server Management Studio for scorecard creation
- Modeled in Power BI to create scorecards for each non-profit member to visualize how well they were engaged in donations, actions, events, etc.

## WORK EXPERIENCE

RISE INTERACTIVE

*Chicago, IL*

Internet Marketing Intern – Advanced Analytics

05/2022 – 12/2022

- Handle client work on an at-need basis conducting various analytical methods to ensure they meet their specific channel goals
- Audited the predictive capabilities of the advanced analytics team and researched the forecasting methods and tools that competitors in the digital marketing field use in order to provide information for the analytics team at Rise
- Presented and constructed a new forecasting model to use for future client budgeting and metrics they want to project over a certain time period
- Tasked with quality control for certain client deliverables in order to ensure all data was 100% accurate and measured properly

CENTRAL DECAL

*Burr Ridge, IL*

Supply Chain Intern

05/2021 – 12/2021

- Handled, packaged, and shipped over 100 products daily in a timely and orderly fashion to ensure partners received their order with the utmost care and quality
- Managed orders for companies such as Weber Inc., WeatherTech, Honda Power Equipment, and General Electric to ensure they were receiving the products on time and with precision
- Accounted for and adjusted inventory on a daily basis using the FIFO system depending on order requests to ensure stock was counted for properly
- Operated two different databases to manage stock, handle customer orders, and properly distribute them

## ACTIVITIES & LEADERSHIP

TIPPIE TECH

*Iowa City, IA*

Member

09/2021 - Present

- Fostered an environment of growth among peers within the Tippie Tech organization
- Assisted in having Tippie Tech one of the leading business organizations within the college of business

