

Edgard J. Cuadra

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AWARDS AND EDUCATION

Lehigh University

Integrated Business and Engineering Honors Program (IBE)

Bachelor of Science in Industrial and Systems Engineering

Bachelor of Science in IBE Finance, Minor in Data Science

Six Sigma Yellow Belt Certification

11/2022

St. Augustine Preparatory School

High School Baccalaureate Diploma May 2021

EXPERIENCE

Televisa Univision - *FP&A Corporate Finance Summer Intern* | Internship

6/10/2024 - 8/16/2024

- Developed a machine learning algorithm to identify optimal media adaptations for specific target markets, leveraging a dynamic linear regression model, matching media attributes and target audience preferences, leading to a 32% increase in ratings and attraction in that program.
- Developed separate cash flow projections and sensitivity analysis models, generating valuable financial insight for investors and management.
- Utilized Oracle EPM and SAP Business Objects, enhancing the accuracy and efficiency of financial reporting.
- Streamlined financial oversight by consolidating divisional P&L, improving financial trajectory analysis.

Learnics LLC - *Marketing Strategy Intern* | Internship

9/14/2023 - 2/27/2024

- Led the formulation of a market entry strategy for a tech startup, leveraging data analysis to assess market trends and consumer behavior, enabling the establishment of effective pricing and strategic business plans within operational constraints.
- Engaged with global potential clients in different languages to present tailored product solutions, demonstrating adaptability and a keen understanding of diverse market needs.
- Drove strategic marketing campaigns that substantially boosted user engagement and retention, aligning with the company's growth goals and effectively tapping into the serviceable obtainable market.

Volio Capital - *Senior Financial Analyst* | Internship

6/5/2023 - 7/01/2023

- Collaborated on M&A transactions, enhancing investment tracking and partner relations.
- Researched potential investors and created trackers to log partner relationships with fintech, financial services, freight forwarding, pharmaceutical, and food services companies.
- Crafted comprehensive financial models to evaluate future financial performance.
- Conducted valuation analysis, determining key investment metrics for high-value companies.
- Collaborated in CIM and Teaser presentations, articulating financial performance and growth prospects.

Calox of Costa Rica - *Industrial Engineer* | Internship

7/4/2022 - 7/29/2022

- Performed an efficiency study on a new machine and developed new control limits using regression analysis and hypothesis testing in Minitab, ensuring the machine's ability to maintain performance within limits and exceed previous equipment efficiency.
- Increased production efficiency by at least 30% from changes and executed a time study.

Credit Force - *Finance Intern* | Internship

5/30/2022 - 7/1/2022

- Collaborated with the management team to enhance banking microloan decision-making processes, leveraging IT solutions and software as a service in a market lacking traditional credit bureau infrastructure.

LEADERSHIP

Consulting Officer | Association of Latino Professionals for America

2022 - 2024

- Organized company visits, coffee chats, and networking and recruitment events for students.

Speaker | TEDx

2018 - 2021

- Selected for TEDx Youth Speaker founding event. Presented Topic: Algorithms and how they are Reflected on Human Behavior. LINK: <https://youtu.be/nrS8PVPYCF4>

President | National Honor Society

2020 - 2021

- Nationwide Honors organization for students, Leadership, and Service requirements.

Instructor | Music Bridge Guitar Classes

2018 - Present

- Explored the benefits of music education in marginalized communities by teaching classes to low-income students.

TECHNICAL SKILLS, LANGUAGE PROFICIENCY and Related Course Work

Skills: Public Speaking, Analytical, Problem Solving, Quick Learner, Collaborative, Critical Thinking

Software Proficiencies (Advanced): Java, Python, SQL, R, Tableau, Minitab, Excel, Word, PowerPoint

Related Course Work: Financial Optimization, Data Science for Finance, Simulation, Machine Learning

Language Proficiencies (fluent): Spanish (first language) and English