

FERNANDA RODRIGUEZ

MBA CANDIDATE | BUSINESS ANALYTICS CONCENTRATION
PSYCHOLOGY GRADUATE | RESEARCHER

EDUCATION & CERTIFICATIONS

Master of Business Administration MBA

University Canada West

Bachelor of Organizational Psychology

Instituto Tecnológico de Monterrey
ITESM

Google Data Analytics Professional Certificate

Coursera

Certified Digital Marketing Associate

Digital Marketing Institute

KEY COMPETENCIES

- Talent Acquisition & Recruitment Strategy
- Effective Communication
- Team Collaboration
- Leadership
- Microsoft Office (Excel, PowerPoint, Word)
- LinkedIn Recruiter & ATS Platforms
- Basic SQL, Tableau
- English: Fluent (C1)

CONTACT

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PROFILE SUMMARY

Business Analytics MBA candidate with a background in Psychology and professional experience in recruitment, research, and retail. Currently conducting an academic research project on the application of Large Language Models (LLMs) in marketing and business contexts, with a strong interest in leveraging AI and data analytics to drive smarter decision-making. Passionate about connecting people, data, and technology to solve problems and generate real business value.

WORK EXPERIENCE

Abercrombie & Fitch Brand Representative

Jun 2024 - Present

- Provided customer service and supported sales goals in a fast-paced retail environment, contributing to a 12% increase in monthly sales while ensuring brand consistency and an engaging in-store experience.

Stock Associate

- Managed inventory operations, streamlined product replenishment, and maintained an organized stockroom to ensure store readiness and enhance the overall customer experience.

Michael Page Researcher Analyst - Sales & Marketing

Jul 2022 - Oct 2023

- Specialized in recruiting executive and managerial talent across Marketing, Sales, Operations, and Digital roles within the Retail Services, FMCG, and Technology sectors, ensuring high-quality placements aligned with client needs.

Researcher Intern

- Specialized in recruiting senior-level talent across the Finance, HR, and Engineering industries, while actively contributing to business growth by participating in various strategic initiatives.

Totum Talent Talent Adquisition Consultant

May 2021 - Dec 2021

- Screened resumes, conducted interviews, and managed the hiring process to ensure a smooth candidate experience; sourced top talent through multiple channels and collaborated with hiring managers to align recruitment strategies with their needs.