



## PROFESSIONAL EXPERIENCE

### COBENA BUSINESS ANALYTICS & STRATEGY

#### Business and Data Analytics Intern

Taguig City, PH  
April 2019 – July 2019

- Consulted and used analytical tools on 3 major projects for various industries, including: full **dashboard development** and implementation for a government entity, **digital transformation strategy** for a multinational client in the consumer goods industry, **sales data analyses** for a pharmaceutical company
- Spearheaded**, with a team of 3, an internal **Lean Six Sigma certification program**, leading to **100% certification** across company departments

### L'ORÉAL PHILIPPINES, INC.

#### Marketing Intern – Kiehl's, L'Oréal Luxe Division

Pasig City, PH  
May 2017 – August 2019

- Conducted **retail analysis** and developed **campaigns** and creative materials for a leading skincare brand, advancing project timelines by **2 weeks**

## PROJECT EXPERIENCE

### UNIVERSITY OF NOTRE DAME

#### Consultant, Analytics Capstone Project

January 2020 – May 2020

- Analyzed sales data for a US-based B2C automotive vehicle parts distributor and provided recommendations on consumer behavior, projected to **achieve 50%+ conversion and growth** on nation-, state-, county-, and city-wide scales
- Identified **20 target regions** across the US based on a consumer behavior index
- Used **regression analysis** models, **visualization** outputs, and other quantitative methods on **R** and **Tableau** to identify trends in customer decision-making

#### Graduate Research Assistant

February 2020 – May 2020

- Developed an **automated and interactive dashboard** using **R** and **Shiny** for a university (NCAA Division I) athletics team to extract, manipulate, and display Division I box score/advanced statistics from NatStat to aid in team/player evaluation, development, and scouting for the 2020-2021 season

#### Analytics Projects

November 2019 – May 2020

- Linear Discriminant Analysis** (LDA) and **Model-Based Clustering** to re-classify NBA players into **modern-day "positions"** based on playstyles, efficiency, and tendencies and create a comparison index (aiding **team-building decisions**)
- Text/Sentiment Analyses and Topic Modeling** on **NBA Finals post-game interviews** (understanding effects of experience and results on players/coaches)
- Ran and documented a statistical analysis of basketball's **"Greatest of All Time"** argument, using categorical analyses, regression, and mixed models
- Ran **text/sentiment analyses on entertainment company earnings calls** and compared results with corresponding trade/market prices

## LEADERSHIP & ORGANIZATION EXPERIENCE

### NOTRE DAME MSBA STUDENT ASSOCIATION

#### Director of Academic Affairs/Secretary

November 2019 – May 2020

- Primary **academic liaison** of inaugural Notre Dame residential MSBA program
- Spearheaded** Hot Deck Analytics lecture series for Mendoza students

### UP JUNIOR MARKETING ASSOCIATION

#### President (Member, 2014-2018)

May 2017 – June 2018

- Officially represented and led a membership base of approximately 370 members
- Streamlined several internal systems, supervised 13 committees, and **increased member involvement by 30%**

Awarded the Villar Sipag Organizational Leadership Award for 2017-2018

## EDUCATION

### UNIVERSITY OF NOTRE DAME

Notre Dame, IN

MS in Business Analytics

GPA: 3.934 / 4.000, magna cum laude

Fellowship Recipient

2019 - 2020

### UNIV. OF THE PHILIPPINES, DILIMAN

Quezon City, PH

BS in Business Administration

GPA: 1.417 / 1.000, magna cum laude

WES Converted GPA: 3.72 / 4.00

2014 - 2018

## SKILLS & COMPETENCIES

### Data Analytics / Statistical Analysis

R, Python, Excel VBA, SQL

### Visualization & Presentation

Tableau, Power BI, R Shiny, HTML/CSS, MS PowerPoint (VBA), Keynote

### Design & Creatives

Adobe Creative Cloud (Photoshop, Illustrator, XD, Lightroom), Final Cut Pro

### Others

Business Strategy, Marketing (Traditional / Digital), Project Management

## COMPETITIONS

### Delegate

P&G Marketing Masters Bootcamp 2018

### National Champion

18<sup>th</sup> PANAnaw IMC Students Competition

### 2<sup>nd</sup> Runner-Up / National Finalist

L'Oréal Brandstorm 2017

### National Champion

Samsung and UP AdCore Teenspeak 2016

## SERVICE

### Volunteer

KIDS Integrated Development Through Schooling (KIDS) Foundation

### Volunteer Math Tutor

Local South Bend Montessori School