

ISABELLA HAUG

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EDUCATION

Georgetown University, McDonough School of Business
Master of Science in Management (STEM-designated program)

Washington, DC
Expected Graduation: May 2025

LEAD University
Specialty Masters in Artificial Intelligence in Business

San Jose, Costa Rica
July 2024

Universidad Latina De Costa Rica- Powered by Arizona State University.
Licentiate Degree in Industrial Engineering with emphasis on Continuous Improvement
Bachelor of Science in Industrial Engineering

San José, Costa Rica
December 2022

EXPERIENCE

CID Gallup – Market and Socio-economic Research Company

Project Manager for Central America: March 2022-July 2024

- Managed entire project lifecycle, from initiation and planning to execution and closing, ensuring that all deliverables were met with high quality and within the specified budget.
- Led the accession to the national public bid (SICOP) system, resulting in a 18% increase in company sales in Costa Rica.
- Directed a team of 50 interviewers for both the National Institute for Tourism (ICT) and the National Lottery (JPS) projects, ensuring smooth operations and adherence to project timelines.
- Managed the ICT's national survey of international visitors, overseeing a budget of \$1.85M to gather critical data on tourist spending habits, informing strategic tourism policies and marketing efforts.
- Conducted a comprehensive market study involving 10,000 lottery players for the National Lottery of Costa Rica, providing actionable insights and a strategic plan to transition customers to digital shopping platforms (\$0.8M budget).
- Collaborated with clients to define project scope, goals, and deliverables, translating complex requirements into actionable plans. Crafted detailed project plans, including the creation of comprehensive and effective questionnaires tailored to project objectives.
- Conducted personnel training, ensuring interviewers were well-prepared and equipped with the necessary skills and knowledge for optimal data collection and representation.
- Administered in-depth analysis of collected data, culminating in the presentation of results to stakeholders with strategic recommendations based on findings, and closed projects with detailed documentation and analysis of outcomes.

Capacity Building Lead for Central America: January 2021 – March 2022

- Spearheaded the training and development of interviewers, trained over 200 individuals, ensuring the interviewers were adeptly skilled for effective fieldwork.
- Took on the chief responsibility for all fieldwork operations, distributing capacity to ascertain projects were executed under budget.
- Reduced total fieldwork costs by streamlining project timelines through effective organization, eliminating wasted hours and ensuring timely completion. Strategically reduced transportation and housing expenses by 90%, optimizing logistics for field teams.
- Reduced the turnover rate by bolstering interviewer morale and training quality, leading to a 23% decrease (Year 2020 against Year 2021) in worker rotation.
- Developed and refined training modules, decreasing training costs by 87.5% and adapting to the evolving needs of the projects and ensuring high-performance standards.

Junior Analyst, San José, Costa Rica: August 2019 – December 2020

DISTINCTIONS

Achievement: Certification in national public bid. Certifications in SPSS, Power BI and Excel.
Global Mindset: Spanish (native), LESCO (National sign language, fluent)