

JORDY RODRIGUEZ-CERVANTES

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EDUCATION

Harvard University

A.B., Government (*Technology Science*), Secondary in Economics

Coursework: Neuroscience of Decision-Making; Development Economics; Linear Algebra; Differential Equations

Cambridge, MA

May 2021

WORK EXPERIENCE

Aprende Institute Inc.

Special Projects Consultant

Mexico City

September – December 2023

- Identified ideal client profiles (“ICPs”) for B2B / B2B2C business unit in the United States and quantified the ICP \$15.7B addressable enterprise opportunity to inform 2024 planning and Aprende’s upcoming Series B round
- Quantified the \$24.2B commercial B2C opportunity for Spanish-dominant and bilingual Hispanic learners in the United by leveraging public data, market experts, and market trends

Altman Solon

Consulting Analyst

Mexico City / Boston, MA

July 2021 – April 2023

- Performed a market share analysis of leading communications company that evaluated the company’s competitiveness across Chile’s 16 regions leveraging data on competitors’ market presence, services offered, and price and quality of services—resulted in identifying 2 regions where company could increase their market share
- Quantified the enterprise connectivity opportunity in southern Mexico for a fiber operator client by estimating business spend within 2kms of client’s fiber footprint, identifying \$18.3M that is addressable by the client
- Evaluated and developed new products for a communications client that improve customer retention, increase revenue, and/or help client expand horizontally by leveraging experts, client documents and market trends

Meta

Global Business Group Intern

Austin, TX

May – August 2020

- Built a marketing reemergence strategy for a travel client by leveraging industry/competitor insights, the current social context, and employee interviews
- Assisted Chicago’s Food Bank with their online advertising efforts by building campaigns that led to an increase in page views and donations and presented the results of campaign with future recommendations to team members
- Audited 20+ advertising clients’ accounts regularly and provided recommendations aimed to improve clients’ ongoing and future advertising campaigns

HP, Inc.

Data Science Intern, Marketing

Palo Alto, CA

May – August 2019

- Performed time series analysis to measure the impact of online and offline media types, as well as price promotions, on unit sales; based on analysis, discovered the increase in price directionally leads to the decrease in unit sales and the increase in marketing efforts directionally leads to an increase in unit sales
- Presented the outcome of analysis to the Global Head of Media to optimize digital marketing strategy for upcoming campaigns and forecast product sales

EXTRACURRICULAR & LEADERSHIP ACTIVITIES

MIT Sloan School of Management

AI Policy for the World, Research Assistant

Cambridge, MA

December 2019 – May 2021

- Analyzed the artificial intelligence policy landscape in Latin America and the Caribbean to build a comparative analysis that measured countries’ progress towards a comprehensive national AI strategy
- Built relationships with government leaders across Latin America and the Caribbean to learn about applications of machine learning within governments and developed a report that synthesized findings

Harvard/MIT Cooperative Society (The COOP)

Voting Board Member

Cambridge, MA

August 2017 – May 2019

- Expanded the impact of COOP Gives initiative by 53% from 2016 by employing new approaches to marketing, such as redefining the target population to include previously overlooked student organizations

SKILLS & ADDITIONAL ACTIVITIES

Languages: English (native), Spanish (fluent)

Technical: Excel, RStudio, SQL, Python

Interests: economic development, climate technology, neuroscience, running, calisthenics