

# Jorge de la Cruz

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## EDUCATION

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### University of California, Los Angeles (UCLA), Los Angeles, CA

June 2023

Bachelors Degree in History and Economics & Econometrics

- GPA: History 3.9, Economics 3.6, Cumulative 3.8
- Relevant Coursework: Data Science for Economists (R-programming); Money and Banking; International Finance; Econometrics; Behavioral Economics; Urban and Regional Economics; Environmental Economics
- Honors/Awards: Alpha Lambda Delta Honours Society, Phi Alpha Theta History Honors Society, Golden Key International Honors Society, and National Society of Collegiate Scholars (NSCS), 8x Dean's List honors recipient

## EXPERIENCE

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### Evans Data Corporation

Santa Cruz, CA

Market Research Analyst

October 2023 - Present

- Presented 10+ custom and syndicated market research projects focused on tech industry consumer insights to cross-functional executive teams; elaborated on quantitative analysis with actionable qualitative research
- Identified opportunity for automation in biannual data entry process; developed a Python script using World Bank Data API (WBGAPI), accelerating project timeline by several days.
- Leveraged SPSS, Excel, and R for survey data analysis, enhancing model accuracy by 23% with corrections for heteroskedasticity with regression diagnostics; designed alternative panel data and time-series models for performance comparisons

### PricewaterhouseCoopers (PwC)

Remote

Non-Profit Consulting Extern

February 2023 - March 2023

- Developed a growth strategy suggestion for a non-profit through statistical market research into similar companies with +20M revenues aiming to increase client retention rates to 75%
- Evaluated and wrote financial performance reports on same-sector firms to illustrate differences in budget allocations and spending using effective teamwork and critical thinking skills
- Presented comparative analysis to organization executives highlighting success strategies and mapped sector landscape to identify growth and expansion opportunities across 8 states

### Trade Commission of Peru

Los Angeles, CA

Business Development and International Trade Intern

October 2021 - December 2021

- Bilingually (Spanish/English) contributed to fastest-growing team through outreach to over 40 local companies, developing a working relationship between Peruvian companies with trade shows and individual conferences
- Edited and structured market reports for the Ministry of Foreign Trade and Tourism assessing potential for Peruvian business expanding to Seattle through clear written communication.
- Completed MS Excel data-based market research on growth opportunities for Peruvian tech, coffee, and textiles industries into the West Coast with 5-year trend analyses through Excel

## PROJECTS

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### IMDb Worst Movies Analysis

<https://jrgdlc.github.io/portfolio/#IMDb>

- Comprehensive cross-sectional data analysis in R measuring most impactful variables on bad movie ratings; focused on heteroskedasticity corrections with generalized least squares and robust standard errors together with using advanced variable selection algorithms (Boruta, Mallows CP).

### Comparative Time-Series Analysis: Diamond and Gold

<https://jrgdlc.github.io/portfolio/#Diamonds>

- Compared performance for three different time-series models in R for forecasting prices based on various macroeconomic variables; transformed data to correct for stationarity and used illustrative data visualizations to deepen analysis.

## KEY SKILLS

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- Technical: R programming, Python, Microsoft Office Suite, Quantitative and Qualitative Research, Translation, Reporting & Analysis, Business Development, Data Analysis, Forecasting, Project Management, Time Management
- Languages: English (Native), Spanish (Native), French (Basic), Japanese (Basic)