

# Jorge de la Cruz

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## PROFILE

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Recent Economics & Econometrics and History B.A. graduate from UCLA with internship experience, strong data-analysis background (R, Python), and both quantitative and qualitative research skills always looking for new challenges. Rigorous organizational skills, strong attention to detail, and experience building enduring client relationships with an experienced market research team. Personal interest in artificial intelligence, and machine learning, with a growth mindset from living in the UK, Greece, Turkey, Japan, China, Spain, and the United States

## 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

- Managed seven market research projects exclusively focused on software development industry trends for leading businesses in tech with creative and detailed written analysis
- Leveraged SPSS, Excel, and R for survey data analysis, enhancing pre-existing models by 23% with regression diagnostics implementation while designing new panel data and time-series models
- Crafted coherent narratives explaining implications of survey research results, providing actionable insights to clients with well-honed presentation skills

### 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 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

## EXTRA-CURRICULAR ACTIVITIES

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### Beta Theta Pi

Los Angeles, CA

Philanthropy Chair

January 2022 - January 2023

- Organized fundraising events, such as concerts, art-exhibitions, and sports tournaments, raising over \$3000 for local charities
- Managed Philanthropy team by creating event proposals, budget reports, team meetings, and liaised with charities

## 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)