

## Karol Orozco

Portland, OR | [Email](#)

### EDUCATION

#### Willamette University

Portland, OR

Candidate-Master in Data Science, August 2023

- Presidential Scholarship; selected based on professional achievements.
- GPA: 3.97/4.0

Master of Business Administration - August 2022

- George and Colleen Hoyt Not-For-Profit Scholarship; selected based on professional achievements
- GPA: 3.97/ 4.0
- Atkinson Honor
- Beta Gamma Sigma: The International Business Honor Society

Universidad Autonoma del Caribe

Barranquilla, Colombia

***BS in Industrial Engineering- June 2014***

### SKILLS & INTERESTS

**Skills:** Data Analysis | Market Research | Data Visualization | Strategic Thinking | Communication | Collaboration & Teamwork | Spanish | English | Adaptability and Learning Agility | Project Management | Leadership

### WORK EXPERIENCE

#### TriMet

Portland, OR

##### ***Outreach Program and Events, Senior Coordinator***

***April 2023- Present***

- Create comprehensive outreach strategies to promote the organization's programs and events to the target audience. Identify key stakeholders, communities, and partners to collaborate with to maximize outreach efforts.
- Create engaging content for outreach materials, including presentations, brochures, website content, and social media posts. Ensure that all content is aligned with the company's brand guidelines and effectively communicates key messages to the target audience. I created the Spanish-style guide for our Marketing & Communications department.
- Track and analyze the effectiveness of outreach initiatives and events through various metrics, including attendance, participant feedback, and engagement rates. Utilize data-driven insights to refine strategies and improve future outreach activities.
- Develop and manage budgets for outreach programs and events. Monitor expenses, negotiate contracts, and seek cost-effective solutions without compromising quality or impact.

##### ***Outreach Program and Events Coordinator***

***June 2022-April 2023***

- Developed the Community Engagement Framework and the division strategic plan.
- Support establishing and maintaining partnerships with community organizations, local businesses, and relevant stakeholders, coordinating joint marketing initiatives and collaborative efforts to expand program reach and increase event participation.
- Assist in managing budgets allocated for outreach programs and events. Monitor expenses, assist in negotiating contracts with vendors, and help identify cost-effective solutions while maintaining the quality and impact of the initiatives.
- Collaborate with cross-functional teams to create engaging content for various marketing channels, including social media, email newsletters, blog posts, and website updates.

- Support creating and managing an outreach calendar, ensuring all events and initiatives are appropriately scheduled and communicated.

**Multnomah County Library- (Promoted three times)  
Operations Executive Specialist**

**Portland, OR  
December 2021-May 2022**

- Managed the budget allocated for outreach programs and events, ensuring efficient allocation of resources and adherence to financial guidelines. Prepare regular budget reports and provide financial insights to support decision-making.
- Supported and performed paraprofessional duties on behalf of four library directors in operation, project management, data analysis, marketing & communications, technology, and talent management. I researched, compiled, analyzed, and summarized data for various projects and reports.
- Supported the Library Human Resources Manager and Analyst; I ran informational reports in Workday, such as MCR No time Entered, Alternative Job (AJW), Work out of class (WOC), and Differences From the Previous Period (DFP) to accurately calculate wage payments of over 450 employees following union agreement and county personnel rules.

***Bilingual Customer Service Specialist- Office Assistant Senior    November 2018- December 2021***

- Provided high-level account management to a large customer base of over 200,000 patrons in Multnomah County. Ensure excellent customer service and address inquiries, concerns, and requests promptly and effectively.
- Assisted customers in their preferred language, ensuring clear communication and understanding of library services and resources.
- Collaborate with the bilingual team and marketing department to create culturally appropriate flyers for social media platforms and events. Ensure that promotional materials effectively reach and engage target audiences, resulting in increased community participation and library usage.

***Bilingual Access Service Assistant***

***November 2017 -November 2018***

- Worked and collaborated successfully with cross-functional and multicultural teams to support the most vulnerable communities through outreach
- Provided technical assistance to internal and external clients on computers, photocopiers, cash registers, the library's website, Libby, Kanopy, Databases, and Integrated Library System (Sierra and Symphony)
- Provided account management assistance, including clearly explaining policies and procedures to patrons in English and Spanish.

**Gaia- Telcom. Smart-Home  
Regional Sales Manager  
2016**

**Barranquilla, Colombia  
February 2015- May**

- Managed 120+ clients' accounts successfully, increasing customer satisfaction and sales by 60% within six months, and maintained those numbers by furthering brand loyalty with customers.
- Conducted over 100 training sessions for sales employees and executive managers in CRM knowledge and technology (<http://crm.smart-home.com.co/>)
- Resolved conflicts and negotiated contract agreements between parties to reach win-win solutions to disagreements and clarify misunderstandings.