

# NATALIE AVINA

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## EDUCATION

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### **Santa Clara University**

*Master of Science in Business Analytics*

*Bachelor of Science in Commerce*

Management Major in Leavey School of Business

Activities and Societies: SCU GetVirtual, SCU Women in Business, SCU Women in Investment, LEAD Scholars Program

**Santa Clara, CA**

Expected Graduation: *June 2026*

Graduated: *March 2025*

## LEADERSHIP & PROFESSIONAL EXPERIENCE

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### **GetVirtual SCU**

*VP of Events*

**Santa Clara, CA**

*September 2024-March 2025*

- Plan and execute events to promote the organization and engage both current and interested members.
- Book rooms and reservations for all meetings and events.
- Lead event coordination team to generate ideas and plan for future events.

### **Impec Group**

*Project Management Support Intern*

**Santa Clara, CA**

*June 2024-August 2024*

Project Management/Facilities Support:

- Provided support with multiple project budgets, schedules, and plans.
- Assisted with facility site walks and audits.
- Tagged moves for move management division.
- Aided in the preparation and submission of RFPs.
- Developed and implemented a more efficient proposal process.

Marketing/Sales Support:

- Initiated a social media marketing campaign and an email drip campaign.
- Attended company-sponsored industry events.
- Entered and tracked client leads in HubSpot.

Staffing/HR Support:

- Screened resumes of potential candidates.
- Created checklists for interview questions and processes.
- Coordinated and conducted satisfaction surveys with clients.

### **GetVirtual SCU**

*Project Manager*

**Santa Clara, CA**

*September 2023-June 2024*

- Conducted intake interviews with clients to pinpoint how and why they need help to grow their business virtually.
- Developed and presented project proposals to clients that specify the tasks, timeline, and goals for the project.
- Launched projects that have generated client social media growth by 20% and website traffic by 30%.

## LICENSES & CERTIFICATIONS

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### **Google Project Management: Specialization**

*Google via Coursera Course Certificates*

**Santa Clara, CA**

*Issued April 2024*

### **GetVirtual: How to Launch Your Online Business**

*UC Santa Cruz via Coursera Course Certificates*

**Santa Clara, CA**

*Issued November 2023*

## SKILLS & INTERESTS

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### **Skills:**

- Software: Python, SQL, R Studio, Tableau, HubSpot, Monday.com, ClickUp, Microsoft Office
- Languages: English - Native Proficiency, Spanish - Professional Working Proficiency

### **Interests:**

- Music, Writing, Interior Design, Travelling, Exercising