

CAROLINA PACHON BUITRAGO

ABOUT

- Data Analyst with a Master's in Business Administration and a background in Marketing.
- Strategic thinker that enjoys the challenge of turning consumer and market data into profitable business solutions.
- Skilled presenter and communicator that uses critical thinking and problem-solving capabilities to deliver results.
- Multicultural team leader that works efficiently across departments to support timely executions for new product development and campaigns.

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<https://carolinapachonportfolio.com/index.html>

EDUCATION

Certificate on Data Analytics

CareerFoundry, Berlin, Germany. 2021

Master of Business Administration (MBA)

Concordia University, Montreal, Canada. 2014-2016

Bachelor in Industrial Engineering

University of Los Andes, Bogota, Colombia

PROJECTS

Rockbuster, Video Rental

Data cleaning, joins, advanced filtering, common table expressions and subqueries applied to analyze input and answer any ad-hoc business-related questions. The final report is delivered as a storyboard.

Tools: PostgreSQL and Tableau

Instacart, Online Grocery

Data wrangling, data quality and consistency checks, merging dataframes, exploratory statistical analysis and data visualization using Maptplotlib and Seaborn. Final report to stakeholders presented in Excel.

Tools: Python

WORK EXPERIENCE

Student Coordinator

Dominate The Test Prep. Montreal, Quebec. 2019-2020

Perform competitive and SEO analysis for domain performance and monitor results for social media campaigns that resulted in 20% increase in traffic.

Maternity Leave. 2019-2020

Transferable skills: Prioritize tasks, anticipate needs, and manage stressful situations.

International Sales Customer Service

SAPUTO Montreal, Quebec. 2018

Coordinate and schedule the delivery of weekly dairy orders with production, logistics and the 50+ B2B international clients to deliver on a timely schedule.

Maternity Leave. 2017

MBA Full time Student

Concordia University. 2014-2016

MBA Marketing Internship

SANOFI Laval, Quebec. 2015-2015

Recommend future positioning of NeoStrata's cleansers by doing a competitive analysis to unveil consumer insights into the skincare care beauty routine.

Brand Manager Sr.

ALQUERIA Bogota, Colombia. 2013-2014

+3% Profitable growth from quarter to quarter through the design and implementation of a Marketing Strategy based on Brand Differentiation and business analytics to increase consumption of whole milk in households.

Brand Manager Jr.

MARS Bogota, Colombia. 2011-2013

+40% Growth Y/Y through the Launch of the two new variants of wet cat food which strengthen the awareness of the segment in the pet category.

+20% Gain in numeric distribution through the Optimization of Portfolio which also resulted in production and manufacturing efficiencies.

Marketing Assistant

DRYPERS CMPC Bogota, Colombia. 2008-2011

-Roadmap the innovation pipeline for new launches of paper products based on potential market share per channel of distribution. After one year of launch the brand Elite gained 10% market share and awareness of 45%.

TECHNICAL SKILLS

- SQL
- Python
- Excel
- Power Point
- Tableau

LANGUAGES

- English
- Spanish
- French