

# CAROLINA PACHON BUITRAGO

Calgary, AB Canada  
(514) 569-5012

- 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.

[carolinapachonb@gmail.com](mailto:carolinapachonb@gmail.com)

<https://ca.linkedin.com/in/carolinapachonbuitrago>

<https://github.com/pachoncarolina>

<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 and advanced filtering
- common table expressions subqueries applied to analyze input and answer any ad-hoc business-related questions.
- Tools: PostgreSQL and Tableau

### Instacart, Online Grocery

- Data wrangling
- Data quality
- Merge dataframes, Exploratory Statistical Analysis Data visualization using Matplotlib 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 AND LANGUAGES

- SQL, Python, Excel, Tableau and Microsoft Office.
- English, Spanish and French.