



EDUCATION

Babson College

SEP 2015 – DEC 2019

Bachelor of Science in Business Administration



WORK EXPERIENCE

Jungle Island Adventure Park

JAN 2018 – MAY 2018

Student Operations Strategy Consultant

- Completed a demographic segmentation of the family entertainment market in order to determine the optimal layout of the park (still under construction at the time).
- Conducted 4 focus groups, participants of each composed of different segments of the target market, to gather primary research on customer preferences and tendencies.
- Proposed an operations plan to park administration after evaluating profiles of select key competitors and calculating the net present value of each option.

ZyloTech

MAY 2017 – SEP 2017

Digital Marketing Intern

- Designed content across several mediums (i.e. slide decks, brochures, website interface components, etc.) to share the company value proposition.
- Constructed a branding toolkit by creating and organizing brand elements for different use cases.
- Created an interactive dashboard presenting visuals for website/social media analytics using Google Data Studio.

FundLatinos

JUN 2016 – AUG 2016

Market Research/Customer Outreach Intern

- Scraped the web to collect the contact information of 100+ non-profit Latino organizations
- Debugged the web application for a crowdfunding platform (prevented 2 critical errors)
- Coordinated with an SEO consultant to improve the inbound marketing strategy



SKILLS

Adobe Photoshop



Capabilities: Color Blending, Clone Stamp Tool, Layer Masks

Google Analytics



Capabilities: Implementation with Data Studio and Apps Script

SQL



Capabilities: JOINS and UNIONs, Data Modeling, Nested Queries