

Veronica Estudillo-Velasco

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EDUCATION

Middlebury College, Class of 2019

Middlebury, VT

- **Bachelor of Arts Candidate**, Economics and Computer Science, Double Major
- **Cumulative GPA:** 3.49; Award for Academic Excellence (6 semesters)
- **Programming Skills:** Python, C, Java, JavaScript, HTML, Git, STATA, D3, Visual Basic, MathLab, SQL
- **Scholarships and Awards:** Innovation and Social Entrepreneurship Fellow, United World College Davis Scholar
- **Language Skills:** Fluent in Spanish, proficient in French

University of Oxford, Keble College, Spring 2018

Oxford, U.K

- **CMRS Humanities Program:** 3.81; Student Researcher on Development Economics and Medieval Studies

EXPERIENCE

Research Analyst

Kigali, Rwanda

African Leadership University (January 2019 – Present)

- Co-authored a research paper on East African trade and the use of Swahili language to support the opening of a new Middlebury Language School branch in Kigali, Rwanda

Data Analyst

Mexico City, Mexico

CARDMIN S.A. (Summer, 2018)

- Built 5+ smaller, independent projects in HTML, CSS, and Java to organize the database of services provided
- Created a risk analysis model by auditing, assessing and qualifying financial data from 400 companies provided technical financial reporting expertise to the CFO, senior analysts and clients
- Monitored the implementation of a cloud-based corporate directory to transform financial business structure
- Achieved first tier rank in intern performance reviews for each evaluation period

Business Development Intern

Milan, Italy

LUXOS Publishing Company (Summer, 2017)

- Assisted the Business Development and Editorial teams with market research, proposal preparation, pricing and forecast planning of a new e-commerce platform for current clients and potential investors
- Introduced a new subscription space to leverage AI in the companies' marketing strategies which attracted 4K clients in two months, exceeding goal by 10% and thriving in a metric-driven environment
- Completed detailed programming and development tasks for front-end public and internal website to build relationships with prospective partner organizations and utilizing data to understand business growth

Digital Media and Technology Intern

Middlebury, VT

Office of Digital Learning and Inquiry, Middlebury College (2016-Present)

- Mediating communication between students and faculty to advance technology literacy on campus resulting in an increased departmental visibility of an estimated 15% each semester
- Managed the initiation, development and implementation of marketing strategies for the college and local clients including the novel National Privilege and Poverty Academic Cluster thus providing leadership to multi-departmental project teams
- Achieved 98% customer satisfaction for resolving faculty members' software and hardware issues

MiddCORE Intern

Middlebury, VT

MiddCORE Leadership and Innovation Program (Spring, 2017)

- Conducted primary and secondary market research for local firm Aqua ViTea Kombucha to evaluate and facilitate the introduction a new non-alcoholic beverage in New England
- Received the Gold Ember Award for the best business plan and presentation of the cohort

LEADERSHIP

- **United Nations Global Hackathon** – Founded a tech startup to address the issues of sustainable farming in Mexico
- **Activities:** ALIANZA (Latin American Organization) Ambassador, Student Investment Club Member, Women in Computer Science Club Ambassador, Social Entrepreneurship and Innovation Mentor, MiddCORE Leadership Ambassador
- **Skills:** Adobe Photoshop, Illustrator, InDesign, Excel, PowerPoint, WordPress and Google Analytics