

VANESSA GONZALES

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EDUCATION

The University of Texas at Austin	Bridge- Master of Science in Marketing	May 2021
	Coursework Includes: Statistics for Marketing, Marketing Management, Data Visualization and Dynamic Pricing, Product and Brand Management, Digital and Social Media Marketing, New Venture Marketing. Running regression models to analyze customer satisfaction of sales.	
	Bachelor of International Relations and Global Studies	May 2020
	Track: Science, Technology, Environment	
UT Coding Bootcamp	Learning to be a professional web developer with a strong foundation in computer science fundamentals, in the basics of coding and data structure.),HTML, CSS, jQuery, Bootstrap, Node.js, MySQL, MongoDB, Express.js, React.js	Spring/Fall 2020
Vesuvian Institute for Archeology and the Humanities	Physical Geography & Archeology in Castellammare de Stabia, Italy	Summer 2017
Aventura Espanola	Advanced Spanish Language in Madrid, Spain	Summer 2015

EXPERIENCE

Kendra Scott Institute Entrepreneurship CPG Practicum	Spring 2020
<ul style="list-style-type: none">• Created a new product with team members for consumers• Pitched slide deck to potential investors• Surveyed and researched for potential markets for our product good	
Dallas Morning News-Digital Innovations Capstone	Content Editor and Marketer, Austin, TX
Fall 2019 - Current	
<ul style="list-style-type: none">• Researched podcasts and evaluated what work best and used marketing strategies• Surveyed and performed focus groups• Edited, scripted and wrote content for episode template	
UT Governance Department- Research Assistant; Austin, TX	Spring 2019 – Fall 2019
<ul style="list-style-type: none">• Analyzed data to study how territorial patterns affect civilians targeted with violence• Identified 1,000 events from years 2002-2009 using LexisNexis and Factiva to code binary data into dummy variables• Interpreted academic research to identify external validity	

LEADERSHIP EXPERIENCE & ACTIVITIES

The National Society of Collegiate Scholars (NSCS) - VP of Public Relations and Recruitment	Spring 2019 – May 2020
<ul style="list-style-type: none">• Delegate and foster awareness of NSCS and its activities among potential members, campus officials, and community• Publicize chapter meetings, events, and member accomplishments• Participate in student organizations and visited freshman seminars and residence halls to promote the organization	
Innovation for Peace and Development- Governance Team Member	Fall 2018 – Fall 2020
<ul style="list-style-type: none">• Translated audits from Spanish to English by cleaning data to help team leaders complete projects such as corruption• Helped code 500 municipal audit reports from Honduras and cleaned massive amounts of corruption data• Summarized and cleaned electoral data from Guatemala	
UT UNICEF - Member	August 2018 - December 2018
<ul style="list-style-type: none">• Volunteered at elementary schools to help students improve reading• Worked with minorities and students in low income areas	
Leadership Education and Progress - Candidate	September 2018 - December 2018
<ul style="list-style-type: none">• Developed skills to better serve communities ethically and serve responsibly• Learned to communicate, understand, and work effectively with different cultural backgrounds• Attended diversity inclusive workshops and promoted social responsibility	

ADDITIONAL INFORMATION

Computer Skills: MS Word, Excel, PowerPoint, R (beginner), Stata (beginner), ArcGIS (beginner), Excel (basics)

Languages: Native Speaker Spanish, German (basic)

Interests: Coding, business analytics, political science, data analytics, public policy, audio production

Work Eligibility: Eligible to work in the U.S. with no restrictions