**FIRST LAST NAME Houston, TX 77204**

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# EDUCATION

**UNIVERSITY OF HOUSTON, C. T. Bauer College of Business,** Houston, TX **May 2021**

Master of Business Administration, GPA: 3.8/4.0

**UNIVERSIDAD SIMÓN BOLÍVAR,** Caracas, Venezuela **January 2010**

Bachelor of Science in Marketing and Information Technology, GPA: 4.7/5.0

# PROJECTS (optional section should focus on Bauer academic/corporate projects)

Supply Chain Analysis Project for Green Energy International

* Conducted spreadsheet modeling and data analysis of ERP system and presented results showing potential cost savings of 23% to key stakeholders for Global Supply Chain segment.
* Analyzed vendor contacts within Global Supply Chain segment in support of process improvement initiatives for global organization.

# EXPERIENCE

**BIG ENERG, INC.,** Houston, TX **2016-Present**

**Program Manager (2017-Present)**

* Promoted from Business Development after less than one year in a track that typically takes three years.
* Led team of five engineers and marketing professionals to bring new online customer service tool to market.
* Implemented changes to testing process, decreased error rates, and completed project ahead of schedule.
* Developed online communication process that increased marketing reach and stayed 15% under budget.
* Led implementation of in house and vendor systems. Coordinated teams of developers and vendors.

**Business Development Manager (2016-2017)**

* Conducted insight analysis of international customer and consumer data.
* Presented promotion and pricing recommendations to Marketing and Operations Departments, resulting in strategic changes in these areas.
* Initiated and implemented customer insight analysis protocol to VPs of Marketing, Development, and IT.
* Developed processes for mining data from old customer databases to prepare for transition to new system.

# BUTCHER, BAKER AND WITT, INC. (Marketing Consultant to Fortune 1000 Clients), Houston, TX 2014-2016

**Consultant**

* Evaluated, staffed and managed 6-18 month projects with budgets of $200K - $4M and 2-12 personnel.
* Increased profitability for clients as much as 35% by recommending direct mail / online marketing changes.
* Designed and implemented customer research programs based on independent research conducted for clients primarily in petroleum and energy industries.
* Partnered extensively with focus groups, surveys and data warehouse research for variety of clients.
* Developed online database systems, using SQL, Access and FrontPage, for tracking and improving efficiency of client services groups in global petroleum and utility companies.

**GLOBAL CORP. OILFIELD SERVICES,** Venezuela, Peru, Brazil **2010-2014**

**System Technician**

* Assisted in saving millions of dollars by developing a complex database system that tracked projects, supplies, costs and time lost throughout South American drilling and oilfield operations.
* System exposed significant inefficiencies and was used as a model for other divisions globally.

# ADDITIONAL

Fluent in Spanish

Proficient in C++ and SQL

President, Bauer MBA Society, 2015-present

Volunteer, Humane Society of Houston, 2012-2015