

# INGRID ROSADO

IngridRosado.com

linkedin.com/in/rosadoingrid • (817) 913-0235 • [Ingrid.Rosado@utexas.edu](mailto:Ingrid.Rosado@utexas.edu)

## EXPERIENCE

---

**Amazon Fulfillment** – *Area Manager FTW3&4*; Fort Worth, TX April 2022 – Present

- Created improvement plans for the facility by transferring 150k unsellable units in two weeks to achieve customer demand
- Ensured that my team has all the tools needed to succeed and maintain the highest levels of safety, quality, and performance
- Took proactive steps to ensure that best practices are shared across all departments, shifts and among the network
- Addressed operational issues that were affecting functional areas by removing 3,000 recalled units from the facility within a month
- Managing and leading a team of Process Assistants, coaching and mentoring the team to ensure performance objectives are met

**Our Daily Bread Denton** – *Marketing Intern*; Denton, TX May 2021 – December 2021

- Created sales report through excel for a fundraising event in order to track \$70,000 in sales trends and donations
- Streamlined purchasing options for fundraising event to optimize user experience by adding widgets to their website
- Headed website development to better direct guest traffic to the appropriate destinations by creating and modifying pages
- Continuously learned new platforms by using research in less than a week to train 80% of supervisors and upper management

**Toyota Motor North America** – *Lexus Guest Experience Intern*; Plano, TX May 2019 – May 2020

- Supported the Digital Communication team to properly assist 20+ customers daily through a preferred channel
- Utilized five databases simultaneously to resolve guest concerns in under 15 minutes
- Collaborated with dealers, Lexus Financial Services, and Lexus Connected Technologies to troubleshoot errors
- Improved guest experience by resolving difficult situations by actively listening to guest concerns

**Disco Donnie Presents** – *Music Festival Ambassador*; Dallas, TX January 2017 – January 2019

- Refined Promotion Sales through creative marketing to generate over \$11,000 per music festival
- Enhanced festival awareness and customer reach by strategically placing ads on social media platforms
- Managed social media marketing promotions for music festival entertainment groups, specifically presiding over Twitter, Facebook, Instagram, and Snapchat for entertainment groups

## EDUCATION

---

**The University of Texas at Austin** May 2021

Master of Science, Marketing

*MSM Coursework Includes: Data Analytics and Visualization, Marketing Analytics, Data Visualization and Storytelling, Dynamic Pricing, Market Demand, Brand and Product Management, Design Thinking, Consumer Behavior, SQL*

**The University of North Texas** December 2019

Bachelor of Business Administration, Marketing

## MARKETING ACADEMIC PROJECTS

---

**7- Eleven** – *Marketing Intelligence Capstone* January 2021 – May 2021

- Used data to create a customer panel by screening individuals based on demographics, interests, and attitudes to represent base
- Created a prototype for the website and app that will be used by the internal and external users of the panel
- Recommended a systematic way of collecting, theming, executing, analyzing, understanding and communicating insights

**Predicting Response & Customer Lifetime Value for Auto Insurance** – *Tools: R, Excel* Fall 2020

- Used predictive analysis to understand how different demographics and variables affect the response rate
- Identified variables that positively impacted response rate to a marketing call by using logistic and linear regression
- Recommended agency to target marketing calls specific to variables that impact response and customer lifetime positively

## LEADERSHIP EXPERIENCE AND VOLUNTEER

---

**Our Daily Bread** – *Volunteer*; Denton, TX December 2018 – Present

- Created an events monthly calendar, liaised with staff, food caterers, and other additional help
- Organized storage closet to easily locate and access certain products needed for guests
- Enhanced website development by adding and organizing pages for different departments in the organization

## ADDITIONAL INFORMATION

---

**Proficient Computer Skills:** MS Word, Excel, PowerPoint, R, Python, SQL, Tableau, Google Analytics for Beginners, December 2019

**Languages:** Fluent in Spanish

**Interests:** Music, Puzzles, Dancing, Arts, Lego