

Andrea Asali-Ramos

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EXECUTIVE SUMMARY

MBA graduate (Class of 2025) from Seattle University with a background in community engagement, digital content creation, and customer-facing pet wellness retail. Experienced in social platforms like TikTok and Instagram, and tools such as Canva, CapCut, and Excel. Strong communicator with a passion for supporting brands that build connection and trust — both online and in real life. Fluent in English and Spanish.

SKILLS & CERTIFICATIONS

- **Marketing & Social Media:** Canva, CapCut, Meta, Social Media Strategy (TikTok/Instagram), Campaign Reporting, WIX Website Builder
- **Data & Research:** Excel (Dashboards, Data Analysis), SPSS, Google Forms
- **Professional Tools:** Microsoft Office Suite (Word, PowerPoint, Outlook), AI Prompt Engineering & Chatbot Development from IBM
- **Technical Skills:** Quick learner with strong interest in CRM systems, marketing automation tools, and analytics platforms
- **Soft Skills:** Project Management, Collaboration, Event Planning, Customer Service
- **Languages:** English (native), Spanish (fluent)

EDUCATION

Seattle University, Seattle, WA — *Early Career MBA Program* — Class of 2025 *GPA: 3.9*

Seattle University, Seattle, WA — *Bachelor of Science: Psychology* — Class of 2023 *GPA: 3.5*

WORK EXPERIENCE

John Howie Restaurants — *Marketing Intern* — May 2025 - August 2025

- Supported ongoing brand awareness efforts by researching and evaluating local, print, and digital marketing channels, including Meta.
- Participated in weekly meetings with marketing managers and restaurant leaders to discuss campaign opportunities and restaurant positioning.
- Conducted weekly research on marketing trends, competitor campaigns, and digital strategies, presenting findings directly to the restaurant's marketing team and leadership, including Chef John Howie.
- Attended quarterly marketing strategy meetings with executive leadership, gaining insight into long-term planning, brand direction, and high-level decision-making.

Mud Bay Pet Store — *Associate* — April 2024 - Current

- Educate pet owners on wellness-focused product solutions and support store marketing displays.
- Apply product positioning strategies to help customers find trusted, long-term solutions.
- Analyzes sales trends to adjust and optimize inventory to improve store efficiency.
- Leads in-store advertising campaigns to drive awareness of sales, new products, and events.
- Builds strong relationships with management to help establish leadership culture during onboarding of new hires.

RELEVANT EXPERIENCE

Consulting Project — Easterseals Washington — March 2025 - June 2025

- Partnered with a nonprofit board member and team of MBA peers to assess financial and marketing challenges.
- Delivered weekly slide decks and final recommendations to leadership, applying structured project management and stakeholder communication.
- Coordinated cross-functional input from peers and executives, ensuring alignment and responsiveness to client needs.

Data Analytics for Business — Statistical Analysis Projects — March 2025 - June 2025

- Applied statistical methods including t-tests (equal/unequal means), regression, ANOVA, and correlations to interpret structured datasets.
- Used Excel to conduct analysis and visualize insights based on different relationship parameters.
- Collaborated with a peer to develop clear interpretations of statistical outputs and their implications for decision-making.
- Gained hands-on experience in adjusting analysis techniques to match varied research goals and hypothesis structures.

Aspects of Business and Law — Legal Foundations in Business — March 2025 - June 2025

- Studied key principles of corporate law, contracts, torts, intellectual property, and employment regulations in business operations.
- Analyzed legal scenarios using the IRAC method to develop issue-spotting, reasoning, and compliance skills.
- Gained insight into liability and risk through landmark cases such as *Palsgraf v. Long Island Railroad Co.*, emphasizing the role of foreseeability and proximate cause.

Developed an appreciation for the legal implications of business decision-making, particularly in HR practices and contract execution.

Supply Chain Management — John Howie Steak Analysis — March 2025 - June 2025

- Contributed to a supply chain evaluation of John Howie Steak, focusing on sourcing, inventory logistics, and kitchen operations.
- Interviewed Chef John Howie and conducted a kitchen walkthrough to document internal flow and procurement practices.
- Collaborated with a partner to assess competitive positioning and propose recommendations for supply chain optimization.

Negotiation & Influence — Practical Simulations and Strategy — March 2025 - June 2025

- Participated in an interactive, simulation-based course exploring negotiation theory, strategy, and psychology.
- Practiced techniques including BATNA, positional vs. principled bargaining, questioning frameworks, and adapting to different negotiator styles.
- Gained insight into communication dynamics, power balance, and leverage, especially in difficult or uneven negotiations.
- Co-developed a fictional business and negotiated contract terms with the professor as a final group project, applying learned frameworks to real-time, pressure-based scenarios.
- Recognized negotiation as a life skill useful across diverse contexts—from corporate deals to personal and community-based problem-solving.

Information Systems — Meal Kit Business Simulation Capstone — January 2025 - March 2025

- Collaborated on the development of a student-focused meal kit business, integrating order fulfillment and inventory systems using Odoo ERP software.
- Designed digital infrastructure for business operations, including simulated order flows, inventory logs, and performance metrics.
- Emphasized the importance of structured deliverables, deadline accountability, and prompt cross-team communication throughout project execution.
- Created a personal website (WIX) to serve as a professional portfolio and digital resume.

Financial Management — Target 10-K Analysis Project — January 2025 - March 2025

- Partnered on a financial performance analysis of Target Corporation using its 10-K filing to assess investment value and return.
- Calculated key ratios including ROI, ROE, and investor return using Excel and manual computation to interpret company performance.
- Developed foundational skills in extracting insights from public financial statements and assessing firm profitability.

Business Ethics — Applied Case Analyses — January 2025 - March 2025

- Led group analysis of an ethical dilemma depicted in film, coordinating team contributions and final synthesis.
- Authored a solo paper critiquing Mud Bay's employee treatment practices, proposing ethical improvements based on coursework principles and personal industry experience.
- Explored ethical leadership, employee fairness, and the role of organizational culture in stakeholder decision-making.

Marketing Strategy — Mud Bay Brand Analysis — January 2025 - March 2025

- Conducted a full marketing analysis of Mud Bay including STPD framework, situation analysis, segmentation, and SWOT assessment.
- Designed and distributed a customer survey to gather consumer awareness data and identify gaps in brand visibility.
- Led portions of the team project and contributed beyond assigned scope, helping shape strategic recommendations to enhance Mud Bay's marketing presence.
- Synthesized research findings into campaign proposals focused on expanding awareness beyond email and word-of-mouth channels.

Economics — Market & Country Analysis Papers — September 2024 - December 2024

- Authored two solo research papers examining economic trends through micro and macroeconomic lenses.
- Analyzed LEGO's market dominance, pricing control, and product elasticity, applying supply/demand models and cost structures to assess their near-monopolistic positioning.
- Conducted macroeconomic research on Japan using global indexes (World Fact Book, World Happiness Scale), evaluating GDP, sustainability, employment, and life expectancy data.
- Explored concepts including price floors/ceilings, opportunity cost, inflation, and market structure through real-world case analysis.

Financial Accounting — Nordstrom Efficiency Analysis — September 2024 - December 2024

- Collaborated on a four-year financial analysis of Nordstrom's performance using 10-K filings and Excel-based ratio calculations.
- Focused on evaluating post-pandemic operational efficiency and benchmarking recovery against industry peers.
- Interpreted trends in asset turnover, margins, and expense ratios, contributing to final recommendations.
- Gained deeper appreciation for teamwork in financial analysis and the importance of leaning on peers to clarify complex data.

Project Management Capstone — Solo E-Commerce Launch Simulation — September 2024 - December 2024

- Launched a small business concept using Agile and Waterfall, managing all project phases including branding, product design, and marketing.
- Conducted competitor analysis to present potential ROI to prospective investors; developed Excel-based systems for sprint and task planning.
- Designed and produced physical inventory (notebooks, stickers) and a social media rollout, pivoting strategy based on peer benchmarking.
- Gained practical insight into balancing workload, maintaining quality under time constraints, and sustaining creative productivity.
- Adapted business and content strategy post-launch to support future relaunch and align with evolving art trends in creator communities.

Organizational Behavior — Managing Difficult People Group Presentation — September 2024 - December 2024

- Delivered a group presentation on managing difficult behaviors in the workplace, focusing on identifying/supporting passive-aggressive employees.
- Conducted analysis of 3–4 research articles on workplace behavior, incorporating psychological models and practical management techniques.
- Applied coaching-based frameworks and servant leadership concepts to propose resolution strategies tailored to passive communication styles. Practiced peer feedback and team-based collaboration in a flat group structure, gaining insights into team dynamics, feedback reception, and project accountability.

Statistics and Research Methods — Research Project Capstone — September 2022 - May 2023

- Designed and executed an independent psychological research project, analyzing over 150 survey responses using SPSS and Excel.
- Applied statistical techniques including one-way ANOVAs and descriptive analytics to explore behavioral patterns and correlations.
- Cleaned and prepared data sets by addressing missing values and identifying/removing outliers to ensure statistical reliability.
- Adapted the original research direction in response to low response rates, resulting in an alternate hypothesis that yielded significant findings.
- Presented findings in a formal academic setting to the Seattle University Board of Psychology via live presentation and research poster format.
- Gained deep experience in research methodology, statistical interpretation, and the communication of complex data to non-technical audiences.

Seattle U E-Sports & Gaming Club: Vice President 2022-2023 | Officer of Communications 2021-2022

- Organized and promoted events for a 50+ member community, managing event logistics, communication strategies, and outreach.
- Collaborated with campus departments and student organizations to increase event attendance and member engagement.
- Supported diverse gaming communities on campus, including PC, console, and tabletop groups.
- Organized campus-wide events and tournaments, collaborating with sponsors and student orgs.
- Managed digital communications via Discord and social platforms to increase member engagement.

LEADERSHIP & HONORS

- Albers Graduate Honor List: Fall 2024, Winter 2025, Spring 2025, Summer 2025
- Academic Merit Scholarship 2019-2023 | Seattle U Dean's list 2021-2023