

Andrea Asali-Ramos

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EXECUTIVE SUMMARY

MBA 2025 candidate with a Bachelor of Science in Psychology, specializing in data analysis, market research, and digital marketing. Proficient in SPSS —a software for processing complex data sets— and Excel for statistical analysis, with experience conducting in-depth research and presenting findings to academic panels. Certified in Excel, WIX, AI Prompt Engineering, and chatbot development. Applied project management principles to develop and launch an ecommerce business, implementing agile methodologies for product development, inventory management, and marketing strategy. Native fluency in English and Spanish.

EDUCATION

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

GPA: 3.9

- Conducted a financial efficiency analysis of Nordstrom (2020-2023), identifying key areas for post-COVID recovery. Recommended strategic changes to improve operational efficiency and profitability, applying financial accounting and data analysis techniques. Presented findings to faculty and peers, receiving top marks for research depth and strategic recommendations.
- Launched an e-commerce business as a capstone project for Project Management coursework, applying Agile and Waterfall methodologies to oversee product development, branding, and fulfillment. Developed a comprehensive business plan, including competitor analysis, pricing strategy, and operational logistics, to optimize product costs and profitability. Designed and executed a social media marketing strategy, producing original content and testing engagement tactics across TikTok and Instagram. Applied financial forecasting techniques to assess profitability and break-even analysis, informing future business scaling decisions.

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

GPA: 3.5

- Analytical and statistical work:
 - Conducted quantitative research using SPSS and Excel, analyzing psychological survey data using one-way ANOVAs to identify behavioral trends. Addressed missing data and outliers, refining data to define metrics and benchmarks for the study
 - Pivoted research approach due to low response rates, leading to an alternative hypothesis that uncovered statistically significant relationships. Presented findings to the Seattle University Board of Psychology, demonstrating critical thinking and data-driven decision-making.

EXPERIENCE

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

- 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 new hires.

MOD Pizza, Issaquah — *All Star* — July 2021 - August 2023

Regal Entertainment Group, Issaquah — *Cast Member* — January 2018 - January 2020

SKILLS & CERTIFICATIONS

- Certifications: Microsoft Excel Associate | WIX | AI Prompt Engineering | Chatbot Development
- Data & Analytics: Excel (Pivot Tables, Data Visualization), SPSS, Basic Python, SQL
- Marketing & Design: Adobe Photoshop, Procreate, Adobe Premiere Pro, CapCut, Social Media Strategy

LEADERSHIP & HONORS

- Albers Fall 2024 Graduate Honor List
- Merit Academic scholarship 2019-2023 | Seattle U Dean's list 2021-2023
- Seattle U E-Sports and Gaming Club: elected VP in 2022 for 2022-2023 Served as officer of communications for 2021-2022