ANTONIO RAMIREZ

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EXPERIENCE

THE FUQUA SCHOOL OF BUSINESS   Durham, NC
Marketing Intelligence Consultant   *Jul 2025 — Aug 2025*
- Found key drivers related to a 15 points increase in program engagement scores by analyzing 1,000+ EMBA survey responses using text and statistical modeling to isolate top drivers of satisfaction.
- Reduced manual reporting effort by designing a Python dashboard with automated cross-tabs, enabling leadership to self-serve insights without BI license costs.

SOHO SQUARED (INMOMENT)   Mexico City, MX
Customer Experience & Data Analytics   *Oct 2022 — Jun 2024*
- Prevented a 3-week project delay by leading a 3-person team in delivering 5+ client analytics migrations across US/EU markets, implementing a dependency tracker that led to a 35% cut blocker resolution time.
- Improved customer success efficiency by 30% by developing Tableau dashboards and standardized reporting to monitor KPIs such as NPS and satisfaction.
- Increased NPS by 4.3 points for a Tier-1 banking client by building text analytics pipelines that identified top-3 customer pain points from 2M+ survey comments.
- Cut onboarding time from 45 to 31 days by automating an ETL data validation pipeline in Python + SQL, eliminating 80% of manual data cleansing.
- Boosted survey completion rates by 15% by running A/B tests on form UX and reducing average completion time by 40 seconds.

COLGATE-PALMOLIVE   Mexico City, MX
Product Launch & Operations   *Apr 2021 — Apr 2022*
- Preserved 8–12% of billed value across product launches by implementing GS1 QA checks that avoided compliance fines.
- Saved 20 hours per week by automating product sample selection with VBA, removing errors across 100+ launches used by 6 cross-functional teams.

LLANTITEC – TIRE DISTRIBUTOR IN MEXICO   Oaxaca City, MX
Pricing & Operations Strategy   *Jun 2020 — Dec 2020*
- Increased gross profit margin by 7% within six months by analyzing distributor costs and competitive pricing across 3,000+ SKUs.
- Reduced manual pricing effort by 10 hours weekly by building an SQL and R-based pricing model to track costs, competitors, inventory, and sales.

EDUCATION

DUKE UNIVERSITY, THE FUQUA SCHOOL OF BUSINESS   Durham, NC
Master of Science in Business Analytics   *May 2025*
Merit Scholarship & Selected as Program Admissions Ambassador
Relevant Coursework: Data Science, Market Intelligence, Customer Relationship Management, Data Visualization

UNIVERSIDAD PANAMERICANA   Mexico City, MX
Bachelor of Business Administration and Marketing   *Dec 2022*
Exchange at Zagreb School of Economics and Management: Digital Marketing, Behavioral Economics; Croatia.

SELECTED PROJECTS

Gaming Product Strategy: Applied Principal Component Analysis (PCA), factor analysis, and cluster analysis (K-means) to segment gamers, conducted price sensitivity analysis (Gabor-Granger) to optimize pricing, and forecasting revenue for a video game acquisition, driving a data-driven investment recommendation.
Alumni Engagement Dashboard: Built a self-service survey analytics tool with Python/Plotly that provided leadership instant access to engagement and satisfaction metrics.

TECHNICAL CAPABILITIES

Analytics & Visualization: SQL, Tableau, Power BI, Excel (VBA, Solver, Pivot Tables), Qualtrics, InMoment
Programming & Modeling: Python (Pandas, NumPy, Scikit-learn), R (tidyverse), HTML, JavaScript
Methods: A/B Testing, Survey Analytics, Regression, Clustering, Forecasting, ETL Automation

ADDITIONAL INFORMATION

Languages: Fluent in English, native in Spanish. **Volunteering:** Led the national award-winning Cuenta Mundos initiative to make children's literacy rates higher in Oaxaca | Volunteer algebra teacher for at-risk middle school students, providing mentoring.