

ALEJANDRA ROBLES

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EDUCATION

Northeastern University, D'Amore-McKim School of Business **Boston, MA**
Bachelor of Science Degree in Business Administration **May 2024**
Concentration(s): Marketing and Finance **Minor:** Business Analytics
Honors: Magna Cum Laude, Dean's List
Activities: Alpha Phi Omega, Scout (Operations Director), Woof Magazine (VP of Marketing)
Global Experience: The London School of Economics and Political Science (LSE) (July 2022)

WORK EXPERIENCE

Fan Pier Labs **Boston, MA**
Sales and Marketing Associate **August 2024 –**

- Source and generate leads for prospective clients while managing the entire sales cycle from initial call to close

KPMG **New York, NY**
Advisory Intern, Commercial Customer Engagement **June 2023 – August 2023**

- Documented detailed meeting discussions for clients, including diligent follow-up on action items to uphold clear communication and task accountability
- Streamlined internal project management using Monday.com, resulting in increased accuracy and client satisfaction
- Developed centralized document system for the New Hire Newsletter, to ensure timely delivery

Deloitte **Boston, MA**
Finance Transformation Co-op **January 2023 – June 2023**

- Introduced a new automated workflow that streamlines the collection of four separate data sources using advanced MS Excel functionalities, which optimized review cycles, improved data accuracy, and created efficiencies by 8x
- Drove identification and resolution of right bugs on a MS PowerBI dashboard that monitors business KPIs toward project objectives, which resulted in a resolution rate of 88%
- Translated complex processes into clear and concise documentation, using MS Word and Zoom recordings, to enhance comprehension and ease of implementation, while keeping it current with evolving process improvements

Katama Consulting Group LLC **Edgartown, MA**
Sales and Marketing Intern **September 2022 – December 2022**

- Organized social media content calendar to boost community engagement by 20% on Instagram and LinkedIn while analyzing data against marketing KPIs to inform future content strategy
- Utilized HubSpot CRM tool to develop and execute outbound email marketing campaigns to establish best practices

Wayfair LLC **Boston, MA**
Project Management Co-op, Creative Operations **January 2022 – June 2022**

- Stepped up to lead day-to-day Creative Operations for AllModern brand in the absence of a Project Manager
- Managed agile workflow via maintenance of ticket backlog (~200 projects per month), dictated creative project milestones and timelines, refined project scoping estimates, and organized and led kickoff meetings
- Pushed for increased user adoption and consistency in time logging through self-developed training programs which led to increased creative resource utilization of 20%

Northeastern IT Department **Boston, MA**
Digital Experience Assistant **March 2021 – December 2021**

- Conducted research through focus groups and surveys through MS Teams and Qualtrics that evaluated the way in which Northeastern community members interacted with digital interfaces
- Analyzed and reported on user feedback specifically about their Tech Experience at Northeastern and presented our findings and recommendations to ITS stakeholders

SKILLS & INTERESTS

Skills: Google Suite, MS Office, Adobe Creative Suite, Canva, PowerBI, SPSS, Tableau, WordPress, HubSpot, Google Analytics

Languages: Native in English, Fluent in Spanish

Awards: NMSC Recipient, HSF Scholar, Financial Management Association International National Honor Society

Interests: Photography, Peruvian culture, reading, graphic design, cooking, volunteering