UB ORENGO

New York City, NY
m: (786) 337 3427
uborengo@gmail.com
[Website](#) | [LinkedIn](#)

OBJECTIVE

To obtain a role with an organization in the fashion, beauty, or fine jewelry industry that will effectively utilize my data analytics and visualization expertise

Recent M.P.S. in Data Analytics and Visualization graduate with the key talents for aligning business strategy and objectives with established data analysis and performance improvement paradigms to achieve maximum operational impacts with minimum resource expenditures. Results and detail-focused professional with the ability to lead projects from inception to completion, drive significant improvements in processes and performance, and conduct the analysis and visualization of data to acquire key insights. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills, as well as extensive technical expertise.

CORE COMPETENCIES

- Data Analytics
- Performance Improvement
- Opportunity Management
- Leadership & Collaboration
- Data Visualization
- Margin Analysis
- Project Management
- Cost Control & Reduction
- Report Development
- Process Improvement
- Programming
- Problem-Solving

EDUCATION AND CREDENTIALS

MASTER OF PROFESSIONAL STUDIES (M.P.S.) IN DATA ANALYTICS & VISUALIZATION, DECEMBER 2022
Maryland Institute College of Art

BACHELOR OF SCIENCE (B.SC.) IN FASHION MERCHANDISING, MAY 2016
Kent State University,
Minor in Digital Sciences

PROFESSIONAL EXPERIENCE

SAKS OFF 5TH, NEW YORK CITY, NY, JULY 2021 TO JANUARY 2023
PROJECT MANAGER, GIFT CARD
- Oversaw the activation of all Gift Card operations for Saks Off 5th's 100+ stores, saksoff5th.com, and third party distributors.
- Conducted extensive analysis into data, charted the creation and preparation of reports, and devised and dispensed recommendations based on the KPIs of the Gift Card business.
- Instituted a 2x increase in the share of digital gift card sales within internal channels and drove a 50% increase in the overall sale of digital gift cards.
- Operated with a strong and ongoing focus on increasing the awareness of digital gift cards by leveraging assets to their fullest potential.
- Orchestrated all elements of the implementation of new systems within the business to save money and increase efficiency in the fulfilment of both digital and physical gift cards.
- Demonstrated a track record of success by exceeding conservative forecasted sales in 2021 and 2022 fiscal years.
- Navigated the transition to paper cards and card products for each production run, resulting in savings of more than 16,000 pounds of PVC plastic.

CHEWY, BROWARD COUNTY, FL , JANUARY 2020 TO JULY 2021
CUSTOMER SERVICE REPRESENTATIVE – FT LAUDERDALE, MAY 2020 TO JULY 2021
- Worked on various teams across the organization, including Voice (ENG/SPA), Vet Diet, and Q&A/NPS (Brand Sentiment).
- Chosen to be part of initial pilot team to test new workflow for vet diet orders.
- Selected as Brand Ambassador and participated in exclusive brand trainings to disseminate information to team regarding new products, product issues, recalls, etc.
- Solved customer's issues cross functionally on a daily basis with all tools at disposal to resolve within first contact.

VENDOR SPECIALIST – DANIA BEACH, JANUARY 2020 TO MAY 2020
- Conducted extensive research into, identified, and communicated with drop-shop candidates for Wild Bird.
- Furnished support and guidance to new candidates through all stages of the onboarding and item submission process.
- Administered in-depth margin analysis to identify which SKUs were most appropriate for integration to the site.
- Played a key role by contributing to and facilitating the growth and expansion of brands for the Wild Bird vertical of the website.

UA BRANDS (UNIFORM ADVANTAGE), FORT LAUDERDALE, FL, AUGUST 2016 TO NOVEMBER 2018
PRODUCT SPECIALIST, MARKETING
- Led the creation, development, and launch of product and category pages by administering an e-commerce platform.
- Served in an integral role by performing cross-selling and conducting analysis into metadata to ensure success.
- Oversaw the merchandising of departments on sites in alignment with different factors, including chronological, product changes, marketing campaigns, and changing site assets.

TECHNICAL EXPERTISE

PROFICIENT
- **Microsoft Excel**: Vlookup, Pivot Tables, Fuzzy Text Match, Power Query, Macros
- **Data Visualization**: Tableau, Adobe Illustrator, RawGraphs, Canva
- **Paid Search**: Google Search, Shopping, Display, Facebook, Instagram

FAMILIAR
- **CRM Systems**: Merkle, Salesforce
- **Data Visualization:** Power BI, Flourish
- **Programming**: SQL, R, Python
- **Project Management**: Wrike, Asana, Jira, Trello

ADDITIONAL INFORMATION

Languages: English, Spanish (fluent), French (limited working proficiency)

Interests: Drawing, painting, digital art, sewing, crochet, photography, makeup artistry