

ARIANA ALEJANDRA ISLA URBINA

Lima, Peru | ariana.isla@utec.edu.pe | [linkedin.com/in/ariana-isla-b55198380](https://www.linkedin.com/in/ariana-isla-b55198380)

EDUCATION

University of Engineering and Technology (UTEC) — Lima, Peru

Bachelor of Science in Business Administration and Digital Business

March 2025 – August 2028 (Expected)

- Ranked in the Top 10% of cohort — 4th of 249 students; Cumulative GPA: 18.7/20
- Certification: Business Analytics & Python (Coderhouse)

EXPERIENCE

Data Visualization Extern — Flourish (via Extern), in partnership with Canva

Remote

April 2026 – Present

- Design data storytelling and visualization templates for education and social-impact projects using Canva and Flourish.
- Translate raw datasets into interactive visual narratives that communicate insights to non-technical stakeholders.
- Present design proposals and analytical findings to cross-functional teams, articulating rationale behind visual and data-driven decisions.

Selected Participant — McKinsey & Company, Forward Learning Program

Remote

April 2026 – June 2026

- Selected for McKinsey's competitive professional development program for high-potential university students across Latin America.
- Trained in structured problem-solving frameworks, case methodology, and leadership skills.

Researcher & Storyteller — National Geographic Society & The Nature Conservancy

Freshwater and Community Conservation Program · Remote

February 2026 – April 2026

- Selected as one of the top 100 candidates from a global applicant pool of 8,000+.
- Built a geospatial data visualization using ArcGIS StoryMaps to document environmental degradation and urban inequality along the Surco Canal, Lima.
- Analyzed environmental datasets and regulatory frameworks to assess impacts on public health and water ecosystems.
- Synthesized research findings into an interactive data story and stakeholder pitch, improving communication of key insights to decision-makers.

Data Analytics Extern — Beats by Dre (via Extern)

Remote

December 2025 – Present

- Delivered strategic recommendations to improve customer retention by conducting sentiment analysis on 5,000+ Reddit and YouTube comments, identifying key satisfaction and retention drivers.
- Quantified that software-related issues accounted for 38% of negative Beats feedback, compared to 100% for competitors such as Bose.
- Built competitive benchmarking reports featuring dashboards and data visualizations for internal stakeholders.

LEADERSHIP & ACTIVITIES

Selected Participant — Aspire Institute, Aspire Leaders Program (Cohort 1)

Remote

February 2026 – April 2026

- Completed a global leadership program taught by Harvard faculty, focused on social impact and cross-cultural collaboration.

Active Member — Food and Agriculture Organization (FAO), National Youth Chapter

Lima, Peru

September 2025 – Present

- Contribute to national initiatives on food systems and sustainability alongside multidisciplinary teams.

Logistics Volunteer — Banco de Alimentos (Food Bank)

Lima, Peru

May 2025 – August 2025

- Coordinated food-rescue logistics operations, recovering 560+ kg of food for vulnerable communities.

SKILLS

Technical: Python (Intermediate), R, SQL, Microsoft Excel, Power BI, Looker, Atlas.ti, ArcGIS StoryMaps

Analytical: Data cleaning, qualitative and quantitative analysis, sentiment analysis, data visualization, competitive analysis, market research

Languages: Spanish (Native), English (Fluent), Portuguese (Intermediate)