EMILY CUNNINGHAN

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SUMMARY

Analytical and curious with interest in business strategy, consulting and organizational development. Experience in market research, financial analysis, and data-driven decision-making through internships and practical projects. Enjoys solving problems, collaborating with diverse teams, and understanding how organizations operate and improve. Naturally people-oriented, with a genuine interest in helping others and contributing to initiatives that create meaningful and positive impact. Brings a positive mindset, attention to detail, and a strong willingness to learn and contribute.

EDUCATION

IE UNIVERSITY (IEU) — **Madrid, Spain**
Bachelor in Business Administration — **Expected: July 2029**

- Awarded Academic Excellence scholarship.

THE AMERICAN SCHOOL OF GUAYAQUIL — **Guayaquil, Ecuador**
Ecuadorian baccalaureate — **February 2025**

EXPERIENCE

BANCO GUAYAQUIL- *Internship* — **Guayaquil, Ecuador**
Commercial Strategy Intern — **June 2026 - July 2026**

- Evaluated effectiveness of a corporate banking campaign involving thousands of commercial opportunities.
- Verified approximately 25 opportunities using CRM data and consultations with 3 relationship managers, assessing campaign outcomes and presenting findings in PowerPoint.
- Gained exposure to cross-functional discussions between Commercial Strategy and IT teams regarding process automation and operational improvements.

ECUASAL S.A.- *Internship* — **Guayaquil, Ecuador**
Marketing Assistant — **June 2018 - July 2018**

- Conducted market research and benchmarked 8 competitors to identify industry trends and support strategic campaign positioning.
- Analyzed performance data from 2 marketing campaigns to evaluate effectiveness and identify opportunities for improvement.
- Coordinated logistics for 2 promotional events, supporting influencer collaborations and cross-functional teams.

EXTRACURRICULAR ACTIVITIES

Strategy Consulting - Forage

- Job simulation ; **online . November 2026**
- Conducted 3-year financial benchmarking of 3 competitors across 8 key metrics, identifying revenue growth of up to 13% alongside profitability and liquidity trade-offs.
- Integrated 450-response consumer research, competitive analysis, and 5 executive perspectives into an evidence-based financing recommendation and 12-month implementation roadmap.

LANGUAGES

Spanish (Native). English (Advanced).

ADDITIONAL INFORMATION

- **Computer Skills:** Microsoft Office (Advanced), Python (Basic–Intermediate), video editing and social media network.

COURSES

- Financial Modeling with Excel (IEU, February 2024).
- Become an Oracle Agentic AI Foundations Associate. Ongoing (Oracle University, ongoing)