

LUIZA UCHÔA RODRIGUES

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SUMMARY

Business student with international experience across Brazil, the United States, Spain, and the Netherlands, and experience in consulting, sustainability, and marketing projects. Analytical and problem-solving oriented, with strong communication, teamwork, and cross-cultural adaptability skills. Fluent in Portuguese and English, with advanced Spanish, and a strong interest in consulting and solving complex business challenges.

EDUCATION

IE UNIVERSITY (IEU)

Madrid, Spain

Bachelor in Business Administration - Concentration in Strategy and Business Transformation

Expected: July 2027

- GPA: 8.24/10.00 - Awarded Fellowship/Academic Excellence Scholarship
- Exchange student at Rotterdam School of Management from January to June 2026.

EXPERIENCE

Instituto Apontar

Rio de Janeiro, Brazil

Marketing Intern

July - August 2026

- Developed and launched Google Ads campaigns, defining target audiences, keyword strategies, and performance metrics to increase digital visibility and drive website traffic.
- Structured partnership strategies for 6 companies, assessing brand positioning, ESG priorities, and strategic fit to identify mutual value-creation opportunities and design tailored collaboration proposals.

Rotterdam Consulting Club

Rotterdam, Netherlands

Associate Consultant

January - April 2026

- Structured a Go-to-Market strategy for *emily.ai* (medical technology startup), aligning regulatory requirements, market access constraints, and commercial execution for expansion in Europe.

JJIE - Junior Enterprise IE Consulting

Madrid, Spain

Associate Consultant

October - December 2025

- Conducted market research and strategic analysis for the startup Aquasolve, evaluating growth potential, competitive positioning, and revenue opportunities. Delivered a strategic action plan for the company's expansion and positioning in the Spanish market.

ICONIC - Joint Venture: Ipiranga and Chevron

Rio de Janeiro, Brazil

Marketing Intern

June - August 2025

- Participated in the execution of two strategic, data-driven campaigns for automotive brands, using BI insights to define performance goals and optimize client engagement.
- Conducted market and customer analysis to identify high-impact opportunities within ICONIC's loyalty platform.
- Supported distributor performance evaluation and retail branding decisions, focusing on ROI and sustainable partnerships.

BCG - Job Simulation through Forage

Segovia, Spain

Strategy Consultant

October 2024

- Applied BCG's structured "boxes" brainstorming framework to analyze business challenges and organize ideas effectively.
- Developed innovative and actionable solutions that reflected BCG's real consulting approach to structured problem-solving.

Beats by Dre

Segovia, Spain

Marketing Intern

October - November 2024

- Executed an audio device and speaker consumer study targeted at the Gen Z audience.
- Performed a brand and communication sentiment analysis by analyzing Beats' brand positioning and comparing it to competitors.

Transcendent Company

Segovia, Spain

Associate Consultant - via IE Sustainability Lab

January - June 2024

- Researched and evaluated sustainability innovations for European airlines, identifying cost-effective implementation strategies to meet EU regulatory requirements.

EXTRACURRICULAR ACTIVITIES

- Vice-President and Co-Founder of the Interact Club - Volunteering and Fundraiser Club (California, USA, 2021-2022).

LANGUAGES

- Portuguese (Native), English (Fluent), Spanish (Fluent).

CERTIFICATIONS AND ADDITIONAL COURSES

- Private Equity and Venture Capital, Bocconi University (2024).
- Management of Fashion and Luxury Companies, Bocconi University (2024).
- LVMH Certificate: Sustainability, ethical practices, brand and supply chain management in the luxury industry (2024).