

REGINA ORTEGA

Madrid, Spain | (+34) 666 167 644 | [regina.ortega@student.ie.edu](mailto:regina.ortega@student.ie.edu) | [linkedin/reginaortegav](https://www.linkedin.com/in/reginaortegav)

PROFESSIONAL SUMMARY

Business Administration graduate with 2+ years of hands-on experience in HR operations, business analytics and commercial management. Currently completing a Master’s in Business Analytics & Data Science and an Expert Diploma in AI and Data Technologies at IE University, with a focus on retail, e-commerce and how data can explain and anticipate human behavior.

EDUCATION

|                                                                                                                                                                                                                                              |                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| <b>IE SCHOOL FOR SCIENCE AND TECHNOLOGY</b><br><i>Master in Business Analytics &amp; Data Science (Generative AI)</i> <ul style="list-style-type: none"><li>Expert Diploma in AI &amp; Data Technologies (Retail &amp; E-commerce)</li></ul> | <b>MADRID, SPAIN</b><br>MARCH 2025 - JULY 2026               |
| <b>UNIVERSIDAD AUTONOMA DE GUADALAJARA</b><br><i>Bachelor's degree in Business Administration</i>                                                                                                                                            | <b>GUADALAJARA, MEXICO</b><br>SEPTEMBER 2021 - DECEMBER 2023 |

PROFESSIONAL EXPERIENCE

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| <b>MARKA LEODEO S.A. DE C.V. (Hospitality &amp; Restaurant Services)</b><br><i>Management Intern - Operations &amp; Strategy</i> <ul style="list-style-type: none"><li>Supported inventory management and process improvement across 15+ restaurant locations in Irapuato and Guadalajara, coordinating with 7+ local supplier categories to reduce stock gaps.</li><li>Contributed to the development of 2 operational manuals aimed at standardizing preparation processes and reducing urgent purchases across locations.</li><li>Assisted in marketing and cost analysis initiatives including combo pricing strategies and slow-moving inventory management to improve average ticket and promotional ROI.</li></ul> | <b>IRAPUATO, MEXICO</b><br>OCTOBER 2024 - APRIL 2025    |
| <b>AUTO PARTES Y MAS SA DE CV (Automotive Parts)</b><br><i>HR &amp; Payroll Operations Intern</i> <ul style="list-style-type: none"><li>Managed full onboarding cycle for new hires across 120 branches nationwide, processing registration via Intelxion/Exodus, bank account setup (Banorte) and benefits enrollment (Edenred).</li><li>Designed employee ID badge system with barcode tracking, supporting access control across a 2,400+ headcount organization.</li><li>Served as primary point of contact for employee inquiries on banking, food vouchers and ID badges via ticketing platform, contributing to a 98% staff coverage rate.</li></ul>                                                               | <b>GUADALAJARA, MEXICO</b><br>MAY 2022 – DEC. 2022      |
| <b>CAMPETELLA ROBOTIC CENTER SRL. (Industrial Automation)</b><br><i>Administrative Assistant</i> <ul style="list-style-type: none"><li>Built and maintained a prospect CRM using LinkedIn Sales Navigator, identifying leads across multiple industrial sectors.</li><li>Created social media content that increased profile views by 50% and generated inbound client inquiries, contributing to a 30% improvement in customer acquisition efficiency.</li><li>Implemented Kutools for Excel to optimize data processing tasks, reducing completion time from 24h to under 10 min and trained 2 supervisors on the tool.</li></ul>                                                                                       | <b>GUADALAJARA, MEXICO</b><br>OCTOBER 2021 - APRIL 2022 |

LANGUAGES

Spanish (Native); English (Fluent); Italian (Basic); French (Basic).

SKILLS

Python | SQL | Machine Learning | Azure Databricks | Power BI | Tableau | Data Analysis | Data Visualization | Data Cleaning | KPI Reporting | Microsoft Excel | AI Tools

CERTIFICATIONS

AWS Certified Cloud Practitioner — Amazon Web Services | Issued Jan 2026 · Expires Jan 2029

PROJECTS & ACHIEVEMENTS

- Top 5 Finalist – IATA Sustainability Datathon (IE University)*  
Applied SARIMA forecasting & Bass diffusion modeling to EU-27 aviation emissions data (2016–2050); scenario analysis (BAU vs. policy).
- Capstone Project – Predictive CLV Model (Decathlon Spain)*  
As Data Engineer, cleaned and integrated multi-source customer data on Azure Databricks (PySpark), building the unified customer feature table that powered Gradient Boosted Trees CLV modeling for 217K+ customers.
- Participant – Venture Lab (IE University)*  
Co-developed Attiria, a fashion AI platform using Computer Vision, Generative AI & Recommendation Systems; prototyped UI in Figma with SQL data pipelines.