ROGELIO REYES HERNANDEZ

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SUMMARY

Bilingual Psychology and Marketing student with experience in consumer research, digital marketing, and lead generation. Skilled in survey design, campaign analysis, and outreach workflows, with hands-on experience using Qualtrics, JASP, RStudio, Canva, and marketing automation tools. Known for turning research and performance data into practical recommendations.

SKILLS

- **Marketing:** Consumer Behavior Analysis, Brand Positioning, Market Analysis, Lead Generation, Content Strategy
- **Analytics:** Survey Design, Qualtrics, Data Analysis & Insights, JASP, R-Studio
- **Tools:** Microsoft Excel, PowerPoint, Word, Canva, Hubspot, Google Ads
- **Communication:** Bilingual English-Spanish, Presentation Development, Interpersonal Communication, Customer Outreach

WORK EXPERIENCE

Extern | ***Beats By Dre - Consumer Behavior & Market Analysis Externship*** **May 2026 - Jul 2026**

- Analyzed the wireless speaker market across consumer preferences, competitor positioning, pricing, and product trends to inform product and messaging recommendations.
- Researched consumer purchase motivations and brand perceptions in audio tech to identify the features and messaging most likely to influence buying decisions.
- Synthesized research into positioning and engagement recommendations that supported category strategy decisions.
- Created a final presentation summarizing market trends, consumer insights, and strategic recommendations for the wireless speaker category.

The Global Career Accelerator | ***Digital Marketing Track*** **Aug 2025 - Dec 2025**

- Built and evaluated digital campaign concepts to improve audience engagement, visibility, and brand awareness.
- Analyzed campaign metrics and survey feedback to recommend improvements to lead generation and outreach workflows
- Applied SEO, content strategy, and UX principles in simulated e-commerce and campaign projects to improve discoverability and engagement.
- Built marketing automation workflows using marketing automation tools to support prospect outreach and campaign organization.
- Scheduled and published content across social media channels, maintaining consistent brand voice and engaging audiences.

Kin Home | ***Sales Representative*** **May 2025 - Jul 2025**

- Conducted bilingual outreach to ~100 households per day, generating leads and supporting sales pipeline growth.
- Tracked lead outcomes and route efficiency to identify performance trends and refine outreach strategy.
- Managed appointment scheduling and route coordination with team members, contributing to a ~15% increase in daily appointments.

Indiana University | ***ASURE Psychological And Brain Sciences Research*** **Jan 2025 - May 2025**

- Designed and deployed Qualtrics surveys to collect participant feedback and behavioral data for research analysis.
- Conducted quantitative analysis using JASP and R-Studio to identify trends, correlations, and factor loadings.
- Cleaned and validated datasets, then summarized findings in a final presentation for faculty review.

Project Stepping Stone of Indiana | ***Ambassador*** **Jun 2024**

- Led groups of 12–14 participants in an education and leadership program, supporting engagement, collaboration, and program goals.
- Coordinated with mentors and interns to streamline communication, support daily operations, and improve the student experience.

EDUCATION

Indiana University Bloomington **Aug 2024 - May 2028**

Bachelor of Arts, Psychology | *Minor In Marketing* (GPA: 3.59/4.0) *Bloomington, IN*

- **Achievements:** Executive Dean's List, 2025, 2026

CERTIFICATIONS

- Google Ads Search Certification: Google, 2026
- Inbound Marketing Certification: HubSpot Academy, 2026
- Social Media & Search Certification: Global Career Accelerator, 2025
- AI Professional Skills Certification: Global Career Accelerator, 2025

LANGUAGES

- English (Fluent)
- Spanish (Native/Fluent & Certified)