

PedroPablo Arrese

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Highly analytical and collaborative engineer and M.S. Business Analytics candidate at UCLA Anderson. Over five years of experience leveraging data to deliver valuable insights and to design marketing campaigns to increase customer value and retention. Outstanding data visualization and storytelling skills to persuasively share key findings to senior executives. Proven adaptability and leadership skills through volunteering. English / Spanish bilingual. F1 STEM OPT Visa.

Programming SQL, R (tidyr, dplyr, stringr, ggplot2), Python (numpy, pandas, matplotlib, scikit-learn)
Databases Microsoft SQL Server, PL/SQL, Teradata, MySQL
Software Microsoft Excel, Microsoft PowerPoint, think-cell, Tableau, Power BI

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT Los Angeles, CA
Master of Science in Business Analytics (MSBA) Expected Dec 2020

- **Coursework:** Machine Learning, Optimization, Data Management, Prescriptive Models, Customer Analytics
- **Activities and Clubs:** MSBA VP of Social Media, Entertainment Management Association (EMA), Anderson Eats
- UCLA Anderson Merit Fellowship (based on outstanding record of excellence in scholarship and leadership)

UNIVERSIDAD DE PIURA Lima, Peru
Bachelor of Industrial and Systems Engineering Mar 2010 – Feb 2015

- **Coursework:** Advanced Programming, Statistics, Operations Research, Databases, Internet Technologies
- **Class Rank:** 2/27 – **GPA:** 4.00/4.00 – *Premio Excelencia Prima AFP* (excellence award for undergraduate studies)
- Awarded the **ELAP Scholarship** (Emerging Leaders in the Americas Program) from Government of Canada to study a semester abroad at Memorial University of Newfoundland - St. John's, NL, Canada

PROFESSIONAL EXPERIENCE

ENTEL PERÚ S.A. (TELECOM) Lima, Peru
Customer Value Management Coordinator – Consumer Market Aug 2018 – Sep 2019

- Developed campaigns for postpaid mobile customers including lifecycle, retention, cross and up-sell campaigns.
- Worked with cross-functional teams including Call Center, Store, Online and Training to improve reach and sales level.
- Tested non-traditional channels for up-sell campaigns, increasing monthly regular upsell to 3K units through mobile APP and achieving 50K units in a two-month period through Sat Push.

Customer Value Management Analyst – Consumer Market Oct 2016 – Jul 2018

- Automated procedures, reports and dashboards through gathering, cleaning, and processing data using SQL Server, PL/SQL, Excel and batch scripting, increasing efficiency and saving more than 10 hours of manual effort per week.
- Created and executed marketing campaigns for postpaid mobile customers and evaluated them using control groups.
- Received **Top Entel award** for outstanding contribution to the objectives of the company.

TELEFÓNICA DEL PERÚ S.A.A. (TELECOM) Lima, Peru
Executive Associate – Business Intelligence Aug 2016 – Oct 2016

Professional Trainee – Business Intelligence Aug 2015 – Jul 2016

- Translated more than 25 business needs into reporting requirements and delivered them in an efficient and timely way, helping the consumer division (fixed services) and enterprise division make data-driven decisions to reach their goals.
- Automated reporting processes with PL/SQL, Teradata and PowerShell, saving 2-3 hours used in manual daily tasks.
- Delivered PPT presentations to increase adoption of BI initiatives, customizing them for non-technical stakeholders.

Professional Intern – Rural Business Mar 2015 – Jul 2015

- Built web dashboard of rural lines failures using HTML, PHP and SQL, improving failure tracking for field agents.
- Supervised outsourced personnel duties, ensuring timely delivery of regulatory reports.

Intern (Part Time) – Consumer Market Nov 2013 – Aug 2014

- Created sales reports of TV add-ons using SQL Server, improving product owner campaign tracking from weekly to daily.

VOLUNTEERING

PROYÉCTATE PERÚ Lima, Peru
Computer Science Program Leader Apr 2015 – Sep 2019

- Designed and executed computer science program to teach teenagers programming basics, developing their logical, creative and problem-solving skills (12 sessions and 25 students per semester).
- Trained and led cross-functional teams of volunteers (between 8 and 15 volunteers per semester).