

Aaron Perdomo

aaronpdom@gmail.com ❖ (832) 760 1851 ❖ Katy, Texas ❖ linkedin.com/in/aaron-perdomo-182350271/

EDUCATION

Texas Tech University, Rawls College of Business

August 2020 – May 2024

Bachelor of Business Administration, Marketing

Lubbock, TX

Capstone: Microsoft's Evolution: An In-Depth Marketing Research on advancement and impact on global society.

RELEVANT COURSEWORK & PROJECTS

Marketing Research and Analysis

- Led a team of five to develop a 62-page research report, integrating insights from Qualtrics survey design and IBM SPSS Statistics to analyze consumer trends and behavior.

Database Management Systems

- Designed and managed relational databases using advanced SQL, implementing constraints, transactions, and views while ensuring data integrity through backup and restore procedures.

WORK EXPERIENCE

Goya Foods

May 2024 – Present

Marketing Analyst

Brookshire, TX

- Analyzed quantitative and qualitative data using Circana IRI, Salient, and Excel, applying advanced macros, formulas, and functions (including COUNTIFS, SUMIFS, XLOOKUPS, and Pivot Tables) to generate insights.
- Built Power BI reports to monitor sales goals, inventory levels, and marketing performance, integrating SQL databases to enhance data accuracy.
- Conducted competitor benchmarking and market analysis for categories, leveraging tools like Walmart Luminate, Fiesta Link, and 84.51 to identify trends and growth opportunities.
- Analyzed planogram to determine which items to add or remove, optimizing product assortment and shelf space based on item velocity, sales contribution, inventory turnover, and category performance trends.
- Used Maptive to analyze sales routes, track case movement and net dollars, and optimize broker routes for improved efficiency and revenue.
- Supported multi-channel marketing campaigns, optimizing engagement across social media, websites, and events.
- Prepared promotional presentations for internal and external stakeholders using PowerPoint and Excel.

PwC and Paragon One

August 2023 – October 2023

Marketing Consultant Extern

Houston, TX

- Designed and executed a marketing research strategy for the Thurgood Marshall College Fund, identifying key engagement trends using SEMrush and Miro.
- Proposed data-driven marketing and communication strategies to enhance HBCU Alumni Connect portal engagement.
- Delivered a final strategic presentation to PwC and Thurgood College Fund Analysts.

Urban Outreach Inc.

June 2020 – August 2020

Digital Marketing Intern

Houston, TX

- Grew social media following by 200+ followers through strategic content creation on Facebook.
- Designed promotional materials using Canva & Adobe Photoshop, enhancing brand visibility.

SKILLS

Skills

- Microsoft Office Products (Word, Advanced Excel usage, PowerPoint)
- Adobe Creative Cloud
- Qualtrics survey design
- Amazon Mechanical Turk
- IBM SPSS
- Canva
- Python
- WordPress
- Facebook
- Instagram (@lovinghoustonculture over 2000 followers, average of 300 visitors per week)
- SEMrush
- Miro
- SQL
- Microsoft Power BI
- Tableau
- Fluent Spanish speaker and writer.
- Circana
- Google AdWords Certification
- Google Analytics Certification
- HubSpot Content Marketing Certification