

Natalia Cortez

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SUMMARY

Marketing MBA candidate with hands on experience in **customer analysis**, product messaging, campaign planning, market research, competitive review, and **go to market activities** through supervised consulting and strategy projects. Graduate work has centered on translating customer feedback into useful insights, shaping audience focused messaging, and preparing recommendations for product adoption. Created presentations, content drafts, journey analysis, and competitive summaries for simulated launches and structured business cases. Worked closely with project stakeholders and classmates, bringing clear communication, analytical thinking, **creative problem solving**, and organized follow through to fast moving assignments. Current MBA studies continue through 2027, supporting deeper marketing practice and **cross functional collaboration**. Ready to contribute thoughtful research, practical recommendations, and clear presentations that connect customer needs with product opportunities.

EDUCATION

Master of Business Administration
University of Washington GPA: 4.0
Coursework: Marketing strategy, consumer behavior, market research, product management

2027
Seattle, WA

TECHNICAL SKILLS

- **Marketing Analytics:** Google Analytics, marketing analytics, customer metrics
- **Market Research:** Customer research, qualitative research, research methods
- **Customer Analysis:** Customer feedback, customer segments, customer insights
- **Product Marketing:** Product messaging, positioning, product opportunities
- **Campaign Planning:** Campaign planning, campaign strategy, campaign ideas
- **Presentation Tools:** Presentation materials, research presentations, stakeholder presentations
- **Competitive Research:** Competitive analysis, competitive insights, market information
- **Customer Journey:** Customer journey analysis, journey mapping, adoption analysis
- **Go to Market:** Go to market planning, launch planning, adoption recommendations
- **Marketing Content:** Marketing content, content drafts, audience messaging
- **Business Strategy:** Business scenarios, strategic recommendations, business analysis

SKILLS

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|-------------------------|------------------------|----------------------------|----------------------------|
| • Product Marketing | • Messaging | • Customer Journeys | • Marketing Content |
| • Market Research | • Presentations | • Stakeholder Coordination | • Adoption Recommendations |
| • Customer Analysis | • Competitive Analysis | • Analytical Thinking | • Market Insights |
| • Go to Market Planning | • Campaign Strategy | • Creative Problem Solving | |

EXPERIENCE

Marketing MBA Intern, Consumer Insights Consulting Project
Academic Consulting Project

June 2026 to August 2026
Seattle, WA

Supported a supervised consumer insights engagement focused on customer research, **product messaging**, **campaign planning**, and simulated go to market decisions. Prepared materials for project stakeholders and connected research findings with practical adoption recommendations.

- Analyzed **customer research** themes, identifying product opportunities for simulated launch planning.
- Created audience messaging recommendations and presentation materials for graduate project stakeholders.
- Mapped **customer journeys**, guiding go to market recommendations for product adoption exercises.
- Reviewed competitive information, clarifying market insights for project discussions and decisions.
- Drafted **marketing content** aligned with audience needs and planned campaign themes.
- Presented research findings clearly, helping stakeholders discuss customer focused next steps.

Product Marketing Analyst, Business Strategy Practicum
Academic Strategy Practicum

January 2026 to May 2026
Portland, OR

Completed supervised **product marketing** analysis across customer feedback, business scenarios, campaign concepts, and positioning exercises. Organized shared deliverables and translated structured research into presentations and recommendations for adoption opportunities.

- Analyzed customer feedback and business scenarios, surfacing themes for marketing strategy projects.
- Built positioning **presentations** that clarified adoption opportunities for project stakeholders.
- Applied research methods to evaluate customer segments and inform **campaign planning** discussions.

- Documented campaign ideas and marketing recommendations for structured business cases.
- Collaborated with classmates on business analyses, keeping project decisions organized and clear.
- Organized deliverables with marketing planning frameworks, supporting timely practicum reviews.

PROJECTS

Customer Journey Adoption Study 📅 2026

Mapped customer journey stages through supervised research, then connected friction points with messaging ideas and adoption recommendations for a simulated product launch.

Competitive Messaging Review 📅 2026

Compared market information and audience needs, producing a concise messaging framework and presentation narrative for a graduate marketing strategy discussion.

LEADERSHIP & AWARDS

- Graduate Marketing Research Recognition, University of Washington, 2026
- Business Strategy Practicum Presentation Distinction, 2026
- MBA Collaborative Project Leadership Recognition, 2026

CERTIFICATIONS

- Google Analytics Certification 📅 2026
- Marketing Analytics Certificate 📅 2026

PROFESSIONAL AFFILIATIONS

- University of Washington MBA Marketing Association, Member
- Graduate Business Consulting Group, Project Participant
- American Marketing Association, Student Member

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST