



Natalia Cortez

Marketing MBA Intern

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STRENGTHS

- 👤 **Customer Insight**
Customer research became clearer through journey mapping, helping project teams connect feedback with practical product opportunities.
- ♥ **Clear Presentations**
Research findings turned into focused presentations that gave stakeholders a shared starting point for thoughtful decisions.
- ✍ **Message Crafting**
Audience needs shaped messaging drafts, and peers often used those drafts to sharpen launch discussions.
- 🔍 **Analytical Thinking**
Competitive reviews and segment analysis brought structure to open ended marketing questions during practicum work.
- 👥 **Team Coordination**
Shared planning frameworks kept classmates aligned, especially when several deliverables moved forward at once.

SKILLS

Product Marketing

Market Research

Customer Analysis

Go to Market Planning Messaging

Presentations

Competitive Analysis

Campaign Strategy

Customer Journeys

Stakeholder Coordination

Analytical Thinking

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 📅 2027 📍 Seattle, WA

Coursework: Marketing strategy, consumer behavior, market research, product management

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

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.

Creative Problem Solving

Marketing Content

Adoption Recommendations

Market Insights

LANGUAGES

English Native

Spanish Proficient

MY CAREER

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MONTHS

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

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST