

# Mariana Castañeiras Gutiérrez

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## EDUCATION

### University of Miami Business School

Miami, Florida

*Master of Business Administration*

Expected May 2022

- **Relevant Coursework:** Supply Chain Management, Administrative Systems for Quality Management, Operations Management, Business Strategy and Policy, Creating New ventures

### Florida Institute of Technology

Melbourne, Florida

*Bachelor of Science in Business Administration Global Mngt & Finance*

May, 2018

- **GPA:** 3.85 / 4.0
- **Honors:** Magna Cum Laude

## WORK & LEADERSHIP EXPERIENCE

### Mecaplastic

Mexico City, Mexico

*Business Development*

July 2018 – August 2020

- Co-founded Mecaplastic a tap changers manufacturing company for power transformers.
- Led team's efforts to increase productivity and efficiency by managing manufacturing processes
- Oversaw operations from the production, HR, and accounting departments

### Robotica E Informatica de México

Mexico City, Mexico

*Marketing Manager and Strategy Advisor*

July 2018 – August 2020

- Managed Robotica's marketing department positioning it as the leading brand in Mexico for remote control cars.
- Restructured social media and online platforms which resulted in 250% increase in brand awareness
- Analyzed new revenue streams options available that led to successful increase in profits

### Groundswell Startups

Mexico City, Mexico

*Management Assistant Intern*

January 2018 – May 2018

- Reviewed systems and processes as necessary and made recommendations to management.
- Counseled startup ventures
- Organized conferences, speaker events and community events

### Florida Institute of Technology

Melbourne FL

*Resident Assistant*

August 2017 – May 2018

- Fostered the development of relationships among residents
- Planned and implemented programs on career advancement, chemical abuse, relationships, and academic performance.
- Assisted students with academic, personal and social concerns, making timely referrals

## SKILLS, ACTIVITIES & INTERESTS

**Languages:** Fluent in Spanish & English

**Certifications & Training:** Global Collaboration Certificate, Bloomberg Market Concepts, Six Sigma Green Belt

**Activities:** Miami Herbert Consulting Club, Women in Business Club, UM Tennis Club

**Interests:** Tennis, photography, travel, and sports.