

Nicholas James Ortiz

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, Center for Professional Education, Austin, Texas Coding Bootcamp Certificate, Full-stack Web Development	July 2023
UNIVERSITY OF HOUSTON, C. T. Bauer College of Business, Houston, Texas Master of Science in Marketing	May 2021
UNIVERSITY OF HOUSTON, C. T. Bauer College of Business, Houston, Texas Business Consulting Certificate Entrepreneurship Certificate	May 2021
THE UNIVERSITY OF TEXAS AT AUSTIN, College of Liberal Arts, Austin, Texas Bachelor of Arts in Psychology	August 2012
THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, Texas Business Foundations Certificate	August 2012

EXPERIENCE

MBK Consulting, Austin, TX **May 2021 - Present**
Consultant

- Perform research-based consulting for small to medium-sized businesses as well as enterprise level clients.
- Conduct market research and industry analysis subsequently providing strategic direction.
- Generate business plans and pitch decks purposed with acquiring capital investment.
- Design, develop, and engage web hosting services for full-stack web application deployment.
- Derive and manage digital marketing/ advertising campaigns.

University of Houston, C.T. Bauer College of Business, Houston, TX **January 2021 - May 2021**
Analyst, MS Marketing Professional Project

- Performed A/B test measuring impact of machine learning and artificial intelligence on Return on Ad Spend (ROAS).
- Conducted display advertising campaign on behalf of an eCommerce firm as vehicle for measurement.
- Contracted various vendors including StackRabbit (programmatic ad buying), Amazon Web Services, and IBM Watson.
- Identified efficiencies and nuances via campaign KPI's determining which technique was most robust.

Cougar Venture Fund, Houston, TX **August 2020 - December 2020**
Investment Analyst

- Conducted due diligence procedures evaluating product/ service viability for \$25K convertible note investment.
- Interviewed firm employees and industry experts for data collection, analysis and verification.
- Generated financial projections based on market insight and independent assumptions.
- Provided investment recommendations to Cougar Venture Fund investment board.

Stimulating Urban Renewal through Entrepreneurship Program, Houston, TX **January 2020 - December 2020**
Consultant, Project Leader- Accounting, eCommerce, and Risk Management

- Managed consulting firms in various industries by providing client support as well as direction for consultants.
- Reviewed industry reports and provided clients with market insight while advising on business plan development.
- Conducted brand audits via machine learning and artificial intelligence for digital marketing development.
- Liaised on behalf of Executive Director to facilitate communication between consulting firms and program.

TECHNICAL SKILLS

- Microsoft Suite- Word, Excel and PowerPoint • BlueSky Statistics • RStudio • IBM Watson • Postman API
- Google Ads • Google Analytics • Google Tag Manager • SEO • Figma • HTML • CSS • JavaScript • API's • jQuery
- React.js • Node.js • Express.js • MySQL • MongoDB • DynamoDB • Amazon S3 • Amazon EC2 • NGINX • JWT