

Chrizia Feliciano-Bengoa

787-425-7955 | caf178@miami.edu | <https://www.linkedin.com/in/chrizia-feliciano-a6727b173/>

EDUCATION

University of Miami

Coral Gables, Florida

Bachelor of Science in Business Administration- Finance & Marketing, Minor in Studio Art

May 2021

- **GPA:** 3.73 / 4.00
- **Honors:** Provost's Honor Rolls and Dean's List
- **Relevant Coursework:** Managerial & Financial Accounting, Fundamentals & Corporate Finance, Calculus I, Operations & Behavioral Management, Business Technology & Innovation, Business Analytics, Business Statistics, Macro & Microeconomics, Critical Thinking and Persuasion in Business

WORK EXPERIENCE

V2A Consulting

San Juan, Puerto Rico

We Serve Fellow

July 2020- August 2020

- Communicated with client as to status of glamping business, constructed issue trees to analyze micro-enterprise's finances, operational strategy, marketing and competitiveness, and created recommendations and presentations with my teammates to provide advice
- Proposed multiple potential brands for glamping company and delineated a marketing strategy after constructing a strategy pyramid with the client's vision, mission, goals and initiatives
- Designed and developed a website for the client with hospitality purposes utilizing Wix, allowing guests to book reservations, and to find information about accommodations, amenities, activities and services

Mad Spirit

Miami, Florida

Entrepreneur

November 2017- Present

- Started and sustained an entrepreneurial venture designed to create a custom sneakers and apparel line, resulting in approximately \$60,000 in gross sales to date, purchased in around 8 states and countries
- Evaluated web development platforms, including reviews of Wix, Shopify and Squarespace, for ease of use, customizable features, portable payment devices, and accessibility of data, and designed and fully developed a website for continuing use
- Selected price points for products sold by researching related companies, identifying timelines for production of product and price per hour in production costs, determining costs of raw materials, and generating analytics from data as to elasticity of consumer demand, resulting in average pricing of \$160-\$180 per unit sold
- Utilized Excel to evaluate trends in demand and design preferences after compiling data out of Shopify's sales statistics, as well as from surveys done to a focus group, which drove a change production focus to match consumer preferences and pricing efficiencies
- Analyzed key metrics, such as engagement and conversion rates, using Instagram and Facebook's business analytics tools, to inform decision-making as to implement a digital campaign to advertise products, resulting in 3/4 of preliminary inventory sold, ultimately selling 100% of inventory following a "sale" strategy for remainder
- Constructed income and inventory statements in Excel to ensure reliability of financial records and registered the brand with Florida Department of Revenue

Foundation for Puerto Rico

San Juan, Puerto Rico

Marketing and Communications Intern

May 2019- July 2019

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in Spanish and English

Technical Skills: Proficient in Microsoft Office Programs: Excel, Word, PowerPoint; Skilled in Adobe: Photoshop, Illustrator, Spark and Premier; Experienced in Tableau, Think Cell; Public Speaking

Activities: Painting Portfolio <https://www.chrizia.work/>; Website <https://www.chrizia.me/>; reading, photography, exercise, travel