

Ana Laura Mora López

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Profile

Trilingual professional with double master's degrees in Business Analytics and International Business. Experience in marketing analytics, project management, and digital transformation in fast-paced environments across the USA and Europe. Holds a Law degree from Spain and contributed to multiple European projects, including Euroscola at the European Parliament, focusing on sustainability and innovation. Skilled in AWS, Python, SQL, and AI, with a strong focus on data-driven strategies and solutions. Speaks native Spanish, fluent English, and intermediate French.

Education

Master of Science in Business Analytics | GPA: 3.6 *April 2025*
Hult International Business School | Boston, Massachusetts

Master of Science in International Business | GPA: 3.7 *August 2024*
Hult International Business School | Boston, Massachusetts

- Secretary of Hult Volunteers United Club
- Member, Hult Consulting Club

Bachelor of Law in University of Granada (UGR) *July 2022*
University of Granada | Granada, Andalucía, Spain

Relevant Experience

Salary X | Boston, Massachusetts *October 2024 – Present*
Marketing Data & Analytics Intern.

- Analyzed marketing campaign data to identify trends and optimize performance.
- Collaborated on market strategy initiatives, identifying trends and actionable insights.

Hult House | Boston, Massachusetts *August 2023 – Present*
Resident assistant. Guided Hult students as a leader, fostering community, resolving concerns, and ensuring safety for an enhanced living experience. Organized events to promote engagement and satisfaction among residents.

Orbispay | Boston, Massachusetts *May 2024 – August 2024*
Digital Marketing Analyst Intern.

- Assisted in planning, executing, and optimizing digital marketing campaigns.
- Conducted market research, analyzed data, and contributed to SEO and content creation.

Hult International Business School | Boston, Massachusetts *August 2023 – July 2024*
Global Ambassador. Served as key liaison between Hult and its diverse international community, facilitating cultural exchange and enhancing the global perspectives of students and faculty alike. Organized cross cultural events, monitored international students.

We Care Europe | Granada, Spain *May 2023- August 2023*
Real State Agent. Specialized in providing strategic legal guidance and facilitating seamless property transactions, while building lasting client relationships.

- Closed 20 property transactions, surpassing sales targets for the quarter by 15%.
- Provided expert legal advice, ensuring smooth and compliant property transactions.

Somos Europa | Martinique, France *January 2022 – May 2022*
European project assistant. Assisted in managing various projects, planned and coordinated tasks, conducted research on environmental law issues on the island, and organized workshops on International Law.

- Managed European projects, coordinated tasks, and conducted research on environmental law.
- Organized workshops on International Law, engaging over 30 participants.

Relevant Projects

Euroscola & European Projects | Strasbourg, France *2015 – 2022*
Participated in multiple European projects, including Euroscola at the European Parliament, engaging in simulations and debates on the EU's future. Contributed to over 5 projects focused on innovation, environmental sustainability, and cultural diversity, collaborating with international teams to develop solutions to global challenges.

Additional Information

Languages: Spanish (Native); English (Fluent); French (Intermediate).

Certifications: Intermediate SQL (DataCamp), Joining Data in SQL (DataCamp), Management Consulting Certification - Level 1: Analyst, Introduction to Artificial Intelligence (Coursera), Specialization on Google ads (thepower), Turn your idea into a business model (UGR).

Technologies: SQL, Python, AWS, Tableau, Microsoft Azure, Microsoft Office Suite (Excel, Word, PowerPoint, OneNote, Outlook), Canva, Teams.

Skills: Leadership; Problem Solving; Adaptability; Teamwork; Negotiation; Communication; Project Management; Continuous Improvement.