

## AARON JAMES ARQUERO

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### EDUCATION

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**BSBA major in Finance** • American University of Sharjah, UAE • Expected Graduation (2023) • GPA: 3.55/4.00

- Awarded Sharakah Scholarship for academic and extracurricular performance (≈ 1/300 students)
- Awarded Chancellor's List Award for consistently placing above a 3.50 GPA a semester (≈ top 10%)

**Iacocca Global Village Program** • Lehigh University, PA USA • June 2023 – August 2023

- Accepted as one of 70 participants from 35 countries in the prestigious and highly coveted program
- Will lead cross-cultural consultancy teams for global clients: proposing solutions to identified problems

### PROFESSIONAL EXPERIENCE

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**Strategy and Operations Consultant Intern** • Hubpay 06/2022 – 08/2022

- Developed an offline customer-acquisition framework boosting conversions from 8.36% to 15%
- Supported VPs in market sizing & competitor analysis for the new product rollout strategy in Pakistan
- Developed a comprehensive dashboard that generates weekly sales and performance reports
- Optimized specific customer onboarding operations that saved 8 hours of manpower a week

**Business Development Intern** • Tabby 08/2021 - 11/2021

- Executed partnership-acquisition strategies: exclusively signing 12 GCC Home & Beauty merchants
- Delivered over 50 client pitches: crafting tailored solution proposals and presentations to generate sales
- Devised marketing and business operation frameworks to drive sales growth of 15 partners
- Drafted scaling profitability models for partner companies during negotiations

**Business Analyst Intern** • Majid Al Futtaim Leisure and Entertainment 06/2018 - 09/2018

- Drove negotiation and correspondence of a AED 500,000 *Ski Dubai* partnership contract
- Utilized data analysis to revise *Magic Planet* pricing: increasing sales by 50% for August 2018
- Analyzed industry trends to develop *American Girl* e-commerce strategy: boosting summer sales
- Conducted market research by surveying over 300 segmented customers to understand behavior

### LEADERSHIP AND EXTRA-CURRICULARS

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**President** • Finance Executives (AUS Student Organization) 09/2019 - Present

- Hosted the region's first *FinTech Youth Hub* for over 600 high school and university students
- Fostered relationships with brands such as *Network International*, *Citi*, *Sarwa*, and many others

**Chapter President** • Alpha Lambda Delta National Honor Society 02/2021 – 02/2022

- Piloted community read-aloud to over 120 primary students while training over 40 volunteers
- Oversaw the planning and execution of over 10 events involving over 250 members

**Creative Director** • Tea with Gen Z (UAE Chart-Topping Podcast) 09/2021 - Present

- Mobilized team to publish 2 podcast episodes weekly while maintaining social media presence
- Grew viewership and engagement: boosting the podcast into the top 10 in some GCC categories

### SKILLS AND INTERESTS

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**Languages:** English & Tagalog (Fluent Written & Spoken)

**Computer Skills:** Microsoft Excel & PowerPoint (Proficient), Adobe Photoshop & Illustrator (Proficient)

**Interests:** Fencing (Trained & Competed), Filmmaking, Writing (Poems & Essays), Public Speaking