

# Oscar A. Ramos Chacon

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## EDUCATION

**M.B.A, Concentration: Business Analytics, The University of Texas Rio Grande Valley, 2019**

**B.B.A, (Summa Cum Laude) Marketing, The University of Texas Rio Grande Valley, 2016**

## ACADEMIC EXPERIENCE

**Lecturer I, University of Texas Rio Grande Valley, 2020 - Present**

- Teaching INFS 2300 Data Modeling Management Tools classes.
- Teaching UXUI 6305 Web Interface Development graduate certificate online accelerated classes.
- Teaching UXUI 6309 Mobile Design graduate certificate online accelerated classes.

## PROFESSIONAL EXPERIENCE

**Apple Lab Manager, University of Texas Rio Grande Valley, 2020 - Present**

- Delivered a total of two complete Intro to App Development workshops at the lab.
- Developed 10+ iOS mobile applications at the beginner and intermediate level with Swift and SwiftUI on Xcode.
- Created two Swift Programming Beginner Level Curriculums for the Apple Lab Certification.
- Building “The Apple Lab” at the Weslaco Center for Innovation and Commercialization in collaboration with several UTRGV departments such as Assets Management, IT, Computer Lab Services, and Facilities.
- Immersing in the iOS, Apple, and Xcode environments by training with the official Apple books and external recourses.

**Digital Marketing Lead, University of Texas Rio Grande Valley, 2018**

- Led the activation of new online and traditional marketing tactics by revamping old efforts to increase MBA student engagement and enrollment.
- Developed and launched the new MBA website on Cascade CMS Server which elevated student trust and minimized registration errors.

## **Social Media Marketing Specialist, University of Texas Rio Grande Valley, 2013-2016**

- Maximized the business school brand awareness and expanded online marketing efforts across campus by using digital platforms such as Facebook ads, Google Analytics, Qualtrics, Adobe PS/PP, and various web tools.
- Monitored student social media interactions and content preferences for an entire semester which helped better positioned the school's digital efforts by increasing 2,000 Facebook Likes, 1,000 Twitter followers, and 400 Instagram followers in a year.

## **RESEARCH EXPERIENCE**

### **Project Analyst Manager, The University of Texas Rio Grande Valley, 2018 – Present**

- Helped achieve the extension of our client's contract until 2022 for the UTRGV Business and Tourism Research Center.
- Writing 40-page event research reports for the marketing department of the City of South Padre Island (a tourist city) by measuring economic, hospitality, and tourism performance indicators of a total of 20 events with an average turnout of 1,000 people per event.
- Analyzing and manipulating thousands of records of data in Excel and Tableau to develop data insights, data visualizations, applicable recommendations, and ROI / KPI's tracking.
- Supervising and training a group of 60 business students in the areas of data collection, outbound marketing, survey science, and event management.
- Resolving numerous unexpected situations at fast-paced tourism events while meeting the needs established by the client.

## **PUBLICATIONS**

Ramos Chacon, Oscar. (2015). "Social Media 10 Tips For Online Success." *Border Business Briefs*, vol. 11, No. 2

## **PRESENTATIONS**

Ramos, Oscar (2016). "Cool Blast Hershey Marketing Strategy Case." Case presented at the American Marketing Association National Conference in New Orleans.

## **FELLOWSHIPS**

Student Entrepreneurship Fellowship Program (UT Austin, 2015)

## AWARDS AND HONORS

2016 AMA Annual Collegiate Case Competition, 3<sup>rd</sup> Place National Level

2015 COBE Annual Business Plan Competition, 3<sup>rd</sup> Place

2014 COBE Great BizIdea Showdown Contest, 1<sup>st</sup> Place

2015 AMA Annual Collegiate Case Competition, Honorable Mentioned

UTRGV Student Employee of the Year Nominee, 2016

1st Place, AMA Diversity Leadership Scholar Award, 2016

Runner Up, AMA-EBSCO Marketing Scholar Award, 2016

Top 25 Chapter, AMA Collegiate Chapter Award Winners, 2016

Scholarship recipient, Lee Epstein Fund 2015 Award, 2015

## PROFESSIONAL AFFILIATIONS

The American Marketing Association

Master of Business Administration Association (MBAA)

Association of Latino Professionals for America (ALPFA)

Alpha Chi National College Honor Society

The National Society of Leadership and Success

Alpha Mu Alpha by the American Marketing Association

Who's Who Among Students in American Universities & Colleges®

Beta Gamma Sigma

The Golden Key International Honour Society

The National Society of Collegiate Scholars

## LICENSES / CERTIFICATION

App Development with Swift Certification – Associate

App Development with Swift Certification – Certified User

Quality Matters APPQMR (2020)

Swift and SwiftUI Language, Udemy

MySQL Language, Udemy (2019)

Tableau, LinkedIn Learning (2018)

Business Analytics, LinkedIn Learning (2018)

Excel, LinkedIn Learning (2018)

Excel for Marketers, LinkedIn Learning (2018)

Social Media Management, UTRGV Continuing Education (2018)

Search Engine Optimization, Lynda.com (2017)

Online Marketing, Lynda.com (2017)

Six Sigma, Lynda.com (2017)

Marketing Research, American Marketing Association (2014)

## RELEVANT SKILLS

Team Leadership, Cross-Functional Collaboration, Supervising, Training, Branding

Programming ability in Swift, SQL, Python, R

Technical Ability in Xcode, UI/UX on iOS Devices, Cascade CMS Server, Google Analytics, Digital Marketing, Adobe Premiere Pro and Photoshop

Knowledge of Survey Research Tools such as Tableau, QuickTab, Qualtrics Surveys, and Microsoft Office Applications (Word, Excel and Power Point)

Native in Spanish