

DAVID GUERRERO

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

M.B.A., Full-Time Program

June 2022

- *Honors:* Full-Tuition Consortium Fellowship; Management Leadership for Tomorrow Professional Development Program
- *Leadership and Involvement:* Director of Community, Management Consulting Association; Director of Prospective Student Affairs, Admissions Ambassador Corps; Director of Admissions, Anderson Latino Management Association; Sports Business Association; John Anderson Golf Club

AZUSA PACIFIC UNIVERSITY

Azusa, CA

B.S. Business: Marketing

December 2016

- *Leadership:* President, Scholars for Business Achievement; Board Member, Latin American Student Leadership Program; Employer Relations Intern and Student Ambassador, Center for Career Services
- *Membership:* Weightlifting, University National Championships Qualifier

EXPERIENCE

ICF NEXT *global marketing, communication, and technology consulting firm with 1,700 employees*

Los Angeles, CA

Senior Analytics Associate

October 2017 – April 2020

- Directed social media data capture strategy for entertainment client, collecting stakeholder sentiment data to guide community engagement strategies; enabled client to propose \$900M redevelopment of professional sports complex near downtown Seattle
- Proposed and piloted new strategy to assess client's employee time invested in critical activities using Tableau; reduced data analysis time by 70% and allowed reallocation of 56+ billable hours for project
- Created and delivered 6 training courses to 150+ global client team members to address skill proficiency gaps and provide tools to thrive in evolving digital workplace; program success resulted in courses being utilized in subsequent client work
- Analyzed 1,700 employee satisfaction surveys and reported results to global executive leadership; recommendation to increase access to senior leaders through investment in local town hall meetings was successfully adopted by executive team
- Spearheaded initiative with Director of Operations to recruit and retain diverse talent, including outreach to diversity leadership programs and new campuses; resulted in 400% increase in candidate applications
- Crafted career development plans for 3 interns, emphasizing importance of building relationships and leveraging strengths; provided tailored feedback that enabled all 3 interns to consistently rank at the top of their cohort

Associate

December 2015 – October 2017

- Coordinated marketing, education, and outreach efforts as Chief of Staff for client's \$15M campaign to reduce energy use in Southern California; earned 60% statewide brand awareness from external audit and reduced peak electricity demand by 2%
- Collaborated with technology team, contributing to end-to-end development of proprietary mobile app for oil and gas client; earned nomination to receive "Best Use of Technology in Employee Engagement" award
- Devised framework for crisis communication strategies and managed delivery of digital media intelligence reports for clients in entertainment, public utilities, and manufacturing; efforts established benchmarks for future work

Intern

May 2015 – December 2015

- Mapped process workflows and addressed gaps in new employee-onboarding materials through detailed documentation of milestones and deliverables; obtained executive leadership approval of documentation that continues to be used 5 years later
- Revamped approach to delivering daily, weekly, and monthly media monitoring reports; oversaw training and implementation of reporting strategies among new employees

ADDITIONAL

- *Language:* Fluent in Spanish
- *Fitness:* Lost 100 lbs, earned CrossFit Level 1 certificate, coached and competed regionally throughout Southern California
- *Volunteer Work:* Coached football, baseball, basketball, and soccer at Kare Youth League
- *Leadership:* Class Chair, Riordan MBA Fellowship; Riordan Programs Mentor
- *Interests:* Experimenting in the kitchen (I make a great Caesar Dressing from scratch); Disneyland date nights; Supporting LA sports (on TV and in person)