

Kristopher Mundo

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EDUCATION

Texas A&M University, Mays Business School
Master of Business Administration

College Station, Texas
May 2027

University of Houston
Bachelor of Business Administration, Marketing

Houston, Texas
May 2023

EXPERIENCE

Brice Barclay
Marketing Analytics & Sales

Stafford, Texas
May 2023 – June 2025

- Spearheaded analytics tracking using Excel, Google Analytics, and SEMrush for weekly marketing campaigns, identifying key growth opportunities and trends.
- Capitalized online growth & caused our website to increase site visits by 40% in 12 months, contributing to a rise in new customers along with existing customers adding new lines to purchase.
- Directed the development and launch of the company's e-commerce platform, establishing data-driven optimizations garnering \$80,000 in the first 6 months.
- Increased sales by \$50,000+ in 3 months from regions that were not previously reached. Such as the northeast, pacific northwest, or remote areas that salesmen typically travel to.
- Outperformed sales targets through strategic use of analytics tools Excel, Salesforce and customer relationship management, led company growth with 40% growth in the first year & 55% in the second year.
- Headed the change in company strategy, reevaluating our customer base and new target customers. Bringing in new customers brings in around \$250,000 in revenue.
- Boosted customer retention by providing analytical insight on data using SEMrush, excel, and Google Analytics to align marketing campaigns with buyer behavior increasing time spent by 85%.
- Recognized as the 2024 Employee of the Year out of 38 employees for leading the creation of the e-commerce platform, developing marketing analytics, and being a leading factor in company growth.
- Strived to make a positive impact by improving team efficiency, supporting teammates, and consistently finding new ways to drive company growth.

BOP Risk Mitigations
Administrative Assistant

Houston, Texas
June 2020 – March 2023

- Developed comprehensive technical documentation for 12 engineering and risk analysis projects, resulting in improved project timelines, strengthened user training.
- Reduced errors and false flags allowing for increased customer efficiency by around 15% leading to lower operational cost for the customer.
- Implemented workflow optimizations for simulation creation, product drawings, and supporting technical documents, reducing task completion time by up to 75% while maintaining quality standards.
- Collaborated with engineering 6 teams to ensure accurate documentation like product simulations and drawings along with project support.
- Led the project being completed on time, increasing customer efficiency, allowing our customers to have lower operational costs by saving around \$11 million.
- Identified project bottlenecks in the simulation creation and implemented strategic improvements and templates increasing simulation completion by 35%.

SKILLS & INTERESTS

Technical Skills: Salesforce, Office Suite, Google Analytics, SEMrush

Interests: Technology, Analytics, History, Online Video Games, Travel, and Formula 1 Action/Sport Movie