

Brenda Alarcon

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Education

Menlo College, Business Analytics 08-2023 – present

GPA - Overall: **3.7** Major: **4.0**, **Deans List All Semesters**

Relevant Coursework: Intro to AI w/ Python, Statistics, Macroeconomics, Business Ethics, Principles of Marketing, Organizational Behavior, Supply Chain, SQL, Financial Accounting

Professional Experience

Operations Assistant, Menlo College 06-2024 – present

- Managed **Meet the Firms** event operations for over **500+ students**.
- Created **7+ social media posts per week** using **Canva** and **analyzed engagement data**.
- Managing over **150+ job postings weekly** on Handshake.

Resident Assistant, Menlo College 05-2024 – present

- Developed systems to track resident concerns and manage resources efficiently using **Google Sheets** and other digital tools. Managing a community of **50+** residents.
- Organizing events and responding to administrative tasks through digital platforms.
- Fostering a supportive environment by being a recourse to over **1,000 students**.

Research Assistant, Menlo College 08-2023 – 04-2024

- Conducted research on sustainable smart cities in Asia and Europe for potential U.S. application.
- Used **data analysis** tools such as **Excel** and **Python** to synthesize insights from **40+ sources** across various industries (accounting, finance, real estate).
- Designed **3 presentations** for faculty mentors using **PowerPoint** and **Canva**.
- Worked in a collaborative research team, contributing to white papers.

Research Intern, 05-2022 – 08-2022

National Institute of Diabetes and Digestive & Kidney Diseases

- Analyzed **100+** mouse stool samples, discovering elevated *Akkermansia muciniphila* levels, contributing to significant research findings.
- Utilized statistical and biological analysis to ensure data accuracy and validity.
- Presented data-driven findings at the NIDDK symposium.
- Attended **3** UC research symposiums, gaining valuable insights from experts to inform ongoing research.

Organizations

Business Analytics Club, President 06-2024 – present

- Managed a team of **5 students**, assigning tasks and overseeing projects using Asana.
- Secured **\$398** in funding for the Remarkable Women in AI event, enabling 9 students to attend.
- Organized events for **50+** members, enhancing professional development and engagement.

Skills

Technical Skills — Data Analysis (SQL, Tableau, Excel) | Programming (Python) | Project Management (Asana, Trello) | CRM Tools (Salesforce) | Social Media Analytics, Web Technologies (Basic HTML/CSS) | Microsoft Office | Canva

Soft Skills — Cross-cultural Communication, Adaptability, Critical Thinking, Multi-tasking Abilities, Initiative, Communication Skills

Languges — English, Spanish