

# CONSTANZA URDANETA ROMANO

constanzaurdaneta@utexas.edu

## EDUCATION

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**The University of Texas at Austin**      PhD Student in Marketing      August 2022 - Present

**The University of Texas at Austin**      Bachelor of Business Administration, Marketing      August 2019 - December 2021  
Minor: Arts Management and Administration

## GRADUATE COURSEWORK

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- Marketing: Marketing Management and Strategy, Marketing Models, Buyer Behavior, Behavioral Decision Research
- Economics: Econometrics II, Micro Economics I
- Statistics: Mathematical Statistics I

## TEACHING EXPERIENCE

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- Business to Business Marketing - TA for Ben Bentzin - Fall 2022
- Sales Management and Strategy - TA for Doug Chung - Spring 2023
- Influence of Marketing in Society - TA for Rowena Crabbe - Fall 2023

## CONFERENCES ATTENDED

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- ISMS Marketing Science Conference 2023 - Miami

## WORK EXPERIENCE

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**Christie's**      Client Strategy Analyst, 20th & 21st Century Art      March 2022 - August 2022

- Assisted in monitoring and analysis of interest for sales and artworks from the 20th and 21st Century Art Departments
- Conducted comprehensive research on both existing and potential clients to gauge market interest and identify grow strategies
- Collected, analyzed, and extracted data on artworks and bidder activity across multiple sales and departments
- Directed targeted outreach of specific artworks for the summer online sale, leading to a record-breaking sales amount

## OTHER WORK/ LEADERSHIP EXPERIENCE

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**McCombs School of Business**      Digital Strategy and Operations Intern      June 2021 - December 2021

- Managed daily content updated on the Texas McCombs website using HTML software
- Updated and published departmental content, ensuring website relevance and timeliness
- Assisted with copywriting, editing, and optimizing photos for premium content creation
- Reviewed and approved content, ensuring it adhered to formatting and department standards

**Women & Their Work**      Marketing Intern      January 2021 - May 2021

- Implemented research methods to optimize membership benefits for existing/new members of the organization
- Revised content of archives for five years of gallery programs: editing text, quality of photos
- Supervised a project to research public art around Texas; by artists who have worked within the organization
- Assisted in the creation of social media content and email marketing newsletter

**UT-OXFORD Project**      Policy Coder Volunteer      January 2021 - May 2021

- Compiled COVID-19 regulations data for three Texas counties from March 2020 to May 2021
- Logged data into the Oxford COVID-19 Government Response Tracker for specific counties
- Partnered with policy coders to enhance research proficiency and ensure data accuracy
- Extracted COVID-19 data from county websites and public sources

**Blanton Museum of Art**

Volunteer

September 2019 - July 2021

- Audited museum galleries and exhibitions, serving as the primary visitor liaison
- Managed the information desk, offering updated on events and permanent exhibits
- Aided in special events, guiding visitors and detailing displayed artworks and artists
- Oversaw exhibition entry, maintaining visitor counts for key museum installations