

Omar Robles

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Bilingual | Leadership | Market-Driven

PROFESSIONAL SUMMARY

Motivated Marketing graduate with a specialized certificate in Food and Beverage, few years of leadership roles, and over 8 years of customer service experience. Known for quick learning, strong leadership, and effective communication with both teams and supervisors. Passionate about productivity, continuous growth, and fostering collaborative work environments. Currently enhancing skills in data analytics, human resources, and team-building strategies to contribute more effectively to future team success.

SKILLS

Spanish | English | Microsoft office | Operate machinery | Data Literacy | Problem solving | Management | Sales | Scheduling | Computer literacy | Data Analytics | Google Trends | Social Media | JASP | Canva | Communication | Leadership | AI Art | Organized | Payroll | Office Etiquette | HR Basics | Time Management | Team Collaborator

EDUCATION

Portland State University | *Business Administration: Marketing, Food & Beverage* | Portland, OR | June 14, 2025

RELEVANT COURSEWORK

Marketing Analytics

- Analyzed data using JASP and Excel to identify trends, uncover insights, and translate findings into actionable solutions and successful drivers.

Marketing Strategy Management

- Collaborated with a cross-functional team to develop a comprehensive marketing plan, incorporating market segmentation, competitive analysis, and a strategic implementation roadmap to drive market success
- Became a Category Manger to overlook the project and locate a possible retail the product can best raise capital. Creating a new product line for Tillamook and presenting to professors and receiving feedback for future projects.

Advertising

- Identify a problem and come up with possible solutions for the target audience. Create an Ad campaign with time frames and allocating budget.

WORK EXPERIENCE

Baker, Crumbl, Portland, Oregon | October 2024 – Current

- Managed preparation and baking of high-quality cookies, ensuring consistency in taste, texture, and appearance
- Implemented efficient time management techniques to meet production deadlines while maintaining high standards of hygiene and safety for customers and employees

Packaging/Cutter Operator, J.R. Simplot, Ontario, OR | January 23, 2023 – September 12, 2024

- Developed a strong culture and appreciation for teamwork through monthly meetings, ensuring safety was a priority and production came secondly
- Trained new hires and developed knowledge of GMP, safety, quality, and troubleshooting; administered quizzes to assess understanding and ensured completion of exams for full-time status. Leader of my area and oversee production
- Submitted weight data, Best By codes, SKUs, and performed thorough quality checks into Simplot database, ensuring accurate, consistent, maintained attention to detail, and product integrity