PAULINA ALEXANDRA ENDARA PALLASCO

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EDUCATION

CORNELL UNIVERSITY

Nolan School of Hotel Administration — Ithaca, NY
Ph.D. in Hotel Administration — December 2027
M.S. in Hotel Administration — August 2021

Concentrations: Food & Beverage Management, Food Science, and Services Marketing.

UNIVERSIDAD SAN FRANCISCO DE QUITO — Quito, Ecuador
Bachelor of Finance — January 2015
Bachelor of Hospitality Management — June 2014

RELEVANT PROFESSIONAL EXPERIENCE

CORNELL UNIVERSITY — Ithaca, NY
Graduate Research Assistant, Hotel School — January 2020 – Current

- Designed discrete-choice experiments (R, SPSS, Python) to assess customer willingness-to-pay for sustainable products.
- Implemented econometric and statistical models to evaluate behavioral incentives, supporting a multi-year funded research project on food waste reduction.
- Created large-scale data collection, cleaning, and visualization processes for survey and experimental datasets.

GELLERT GLOBAL GROUP — New Jersey, USA
IT Data Analyst — January 2025 – Current
Supply Chain Analyst, Intern — June 2023 – April 2024

- Build automated KPI dashboards (Excel, SQL) to track supply chain metrics across 200+ SKUs.
- Design and deploy financial reconciliation tools to identify gaps between accruals and posted costs, reducing errors and processing time.
- Conduct waste and loss analysis, informing management strategies that improved profit margins.

UNIVERSIDAD SAN FRANCISCO DE QUITO — Quito, Ecuador
Lecturer, Hospitality and Culinary Arts — October 2015 – May 2022

- Taught 40+ courses including hotel operations, service marketing, and data-driven project management.
- Applied Data Envelopment Analysis (DEA) to evaluate hotel efficiency in the Galápagos Islands, generating actionable recommendations for the local tourism sector.
- Partnered with revenue management teams to conduct financial modeling and performance analysis for hotels.

SAN FRANCISCO FOODSERVICE USFQGROUP — Quito, Ecuador
Manager, Internal Audit and Process — June 2018 – August 2019
Process Coordinator, Internal Audit and Process — October 2015 – June 2018

- Prepared financial statements and reporting for Deloitte audits and board reviews.
- Standardized accounting processes using the Uniform System of Accounts, reducing controllable costs by 5.5%.
- Conducted market studies and developed loyalty program models, strengthening revenue streams.

WALT DISNEY WORLD RESORT — Orlando, USA
Attractions/Operations, Magic Kingdom — June 2013 – January 2014

- Handled restaurant operations for more than 5000 guests per hour during peak seasons.

SKILLS & INTERESTS

- Language: Spanish, English, Intermediate in French.
- Technical Skills: Advanced in Excel and SPSS. Knowledge of SQL, R, Python, Word Press, Power BI, and Adobe Creative Suite.