

ROBERT COLE URREA

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EDUCATION

The University of Texas at Austin, Bachelor of Business Administration, Management of Information Systems

Spring 2026

EXPERIENCE

Southwest Urgent Care – El Paso, TX

June 2019 - Present

ERP and Systems Manager

- Managed end-to-end EHR system administration for a multi-provider urgent care clinic, streamlining front-desk to back-office workflows and reducing average patient intake processing time
- Mined patient demographic data across 10,000+ records to surface utilization trends, directly informing targeted outreach campaigns to grow new-patient volume
- Directed SEO vendor partnerships and Google Business optimization, boosting organic search visibility and driving measurable increases in online appointment bookings
- Designed, built, and maintained the clinic's public-facing website, improving mobile responsiveness and increasing patient engagement with online scheduling and digital services

Ark Financial Group – Austin, TX

June 2020 - August 2020

Database Management Intern

- Engineered interactive relational databases enabling project managers to track client portfolios and operational milestones in real time
- Developed dynamic reporting dashboards that consolidated client data, project workflows, and task pipelines into a single decision-support view for leadership
- Partnered with company leadership to translate business requirements into database solutions, accelerating report turnaround and improving data-driven decision-making

Tejas Jacques Apparel, LLC- Sales Associate

2018

- Co-founded apparel brand; owned full product lifecycle from design and sourcing through digital marketing, sales, and order fulfillment
- Generated 250+ unit sales within three weeks of launch through targeted social media campaigns and direct-to-consumer outreach
- Leveraged demand from the Red River Rivalry to expand product reach beyond UT Austin, capturing new customer segments across Texas

CERTIFICATES

Artificial Intelligence and Machine Learning: Business Application

2025

- Developed skills in machine learning, predictive analytics, and AI-driven problem solving through hands-on projects
- Gained experience with data preprocessing, exploratory data analysis, and statistical techniques using real-world datasets
- Applied model evaluation and performance optimization methods to improve accuracy and generalization
- Built foundational knowledge in AI applications through the 8-month program in neural networks, natural language processing, and business-focused use cases

ADDITIONAL INFORMATION

Certificates: Artificial Intelligence and Machine Learning: Business Applications

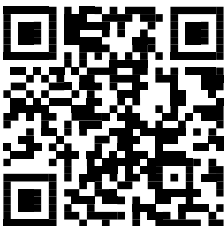
Work Eligibility: Eligible to work in the U.S. with no restrictions

Computer Skills: Excel, Oracle PL/SQL, Python, Google Apps Script, JavaScript, C#, HTML, R

AI Native Skillset: Deep Learning, Natural Language Processing, Computer Vision, Machine Learning

Interests: Ironman (Triathlons), Camping, Hiking, Snowboarding

PORTOFLIO



<https://www.robertcoleurrea.com/>