

## CONTACTS

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## TECHNICAL SKILLS

### Programming & Analytics:

Python, SQL, R, Excel (Advanced),  
Data Visualization (Power BI,  
Tableau)

Marketing & Sales: Google Ads,  
Facebook Ads, Social Media  
Analytics, KPI Reporting

Other Tools: PowerPoint,  
Database Management, Graphic  
Design (Photoshop, Illustrator)

Languages: Italian (Native),  
English (C1 Advanced), Spanish  
(B1 Intermediate)

# LUCA BALDESTEIN

## PROFILE

MBA candidate in Data Science & Executive Leadership with hands-on experience in data analysis, reporting, and marketing strategy. Skilled at transforming business data into actionable insights, building automated dashboards, and driving measurable improvements in performance. Strong background in marketing, brand management, and sales, complemented by leadership and teamwork as a student-athlete competing in collegiate soccer.

## EXPERIENCE

### Marketing Intern – LMI Advertising (LMIA), Miami, FL (Summer 2025)

- Supported brand awareness and fundraising strategies for nonprofit clients, boosting campaign visibility.
- Assisted in developing and executing community and charitable events that expanded local engagement.
- Coordinated workshops and networking events, enhancing company representation and client relations.
- Contributed to marketing initiatives from concept to implementation, strengthening sales and outreach impact.

### Receptionist & Social Media Manager – Baldestein SRL (2018 – 2023)

- Oversaw customer service operations and scheduling, improving client satisfaction.
- Managed Facebook, Instagram, and YouTube accounts, increasing engagement by 30% year-over-year.
- Designed digital ad campaigns (Facebook/Google Ads) that grew brand visibility and attracted new customers.

## EDUCATION

### Southeastern University

MBA in Data Science & Executive Leadership (2023 – 2025)

- Coursework: Machine Learning, Data Mining, Data Visualization, Business Analytics.
- Student-Athlete, Men's Soccer Team, NAIA Sun Conference champion 2024.

### Link Campus University

B.A. International Business Administration (2020 – 2023)

- Specialization in Marketing & Brand Management.
- Erasmus Exchange, Zaragoza, Spain (2022).

### American Overseas School of Rome

International High School Diploma (2019)

## HOBBY & INTERESTS

- Playing competitive soccer
- Traveling to discover new cultures and places
- Scuba diving, fascinated by the underwater world.