

Irene Masezerano

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Data & Analytics Professional with experience in SQL, Python, R, Tableau, and Excel to analyze customer behavior, build dashboards, and deliver insights for growth, engagement, and strategic decision-making. Background includes startup leadership and advanced analytics projects with strong stakeholder communication skills.

EDUCATION

Brandeis University, Brandeis School of Business and Economic Candidate for Master of Science in Business Analytics, Concentration Artificial Intelligence, GPA: 3.6	Waltham, MA 01/2025 - 05/2026
Global Association of Risk Professionals (GARP) Risk & Artificial Intelligence (RAI) Certificate Candidate	Waltham, MA 12/2025 - 04/2026
Guangxi University of Finance and Economics Bachelor of Arts in Business Administration, Concentration Intl Trade and Economics, GPA:3.2	Nanning, China 09/2016-07/2020

WORK EXPERIENCE

Brandeis University, Brandeis School of Business and Economic Teaching Assistant – Python for Business Analytics	Waltham, MA 08/2025 – 11/2025
<ul style="list-style-type: none">Supported and mentored 50+ graduate students in mastering Python by combining structured coursework with AI coding tools, ensuring reliable, bug-free outputs and increased programming confidenceEvaluated and graded assignments with detailed feedback, advised students on how to meet task requirements, improved accuracy of their deliverables to align with grading rubrics to raise performance	
Africaptures Ltd. Co-Founder, Business Development and Funding Analyst	Kigali, Rwanda 03/2018 – 01/2025
<ul style="list-style-type: none">Co-founded Africaptures and scaled it from a two-person startup to a network of 2,000+ photographers, videographers, and content creators across Africa, driving visual storytelling and market expansionAnalyzed customer and creator engagement data to track product usage, engagement trends, and retention drivers, building dashboards in Excel and Tableau to support data-driven decisions across business and commercial teams.Applied predictive and trend analysis to forecast demand and guide market expansion decisions across multiple regions.Partnered with internal stakeholders to define and standardize key performance metrics, improving consistency in reporting and supporting a reliable source of truth for decision-making.	

OTHER RELATED EXPERIENCE

Brandeis University, Brandeis School of Business and Economic & State Street Associates Project: Machine Learning for Inflation Events Studies in Currency Prices	Waltham, MA 05/2025 – 08/2025
<ul style="list-style-type: none">Built a unified macro-finance dataset by collecting and integrating data from Bloomberg, FRED, and the University of Michigan to analyze inflationary event dynamicsCleaned, engineered, and aligned multi-source economic datasets to support the team's research framework and delivered insights in weekly briefings with State Street Associates Partners and Brandeis supervising facultyDeveloped a machine-learning benchmark pipeline to identify economic indicators driving inflation shocks and used time-series models to analyze 60 years of inflation trends and excess DXY returnsConducted statistical testing and visualization of inflation events, evaluating their financial and economic impact on currency price movements and market behavior	
Mandela Washington Fellowship Clark Atlanta University Emory University 2024 Alumna	Atlanta, Washington D.C, U.S.A 06/2024 - 08/2024
<ul style="list-style-type: none">Selected as one of 700 Mandela Washington Fellowship finalists out of 58,000+ applicantsCollaborated with a cross-cultural team to design and present an inclusive logistics innovation project to UPS, proposing delivery service adaptations for clients with mobility challenges; project recognized for potential pilot implementation	

SKILLS

Technical: RStudio, PyCharm, Jupyter Notebook, Google Colab, Tableau, Microsoft Office, Git/GitHub, VS Code, Python, R, SQL, Excel

Languages: English (Fluent), Kinyarwanda (Native), French (Intermediate), Mandarin Chinese (Beginner)