

Self-driven, solutions oriented & curious professional. High cultural & change agility in fast-paced environments. Keen on acquiring new skills to further the purpose of a team or company. Motivated to make an impact & always exceed expectations.

EDUCATION

Georgia Institute of Technology, Atlanta, USA May 2025

Master of Science Data Analytics, Business Analytics – 4.00 GPA

Boston University, Boston, USA May 2023

Bachelor of Science Public Relations, Minor in Business – 3.84 GPA

Bachelor of Arts International Relations in Business & Economics – 3.82 GPA

PROFESSIONAL EXPERIENCE

Kaseya, Miami, USA October 2023 – April 2024

Associate Account Manager

- Managed 35 B2B clients with over \$300,000 annual recurring spend (ARR); responsible for sales, renewals & satisfaction.
- Crafted high conversion touchpoints for complex sales process, meeting clients weekly to stimulate need based on pain points.
- Expanded book of business' net-new annual recurring revenue by 11% in cross-sells & up-sells within a 6-month period.

Müller JG, San Jose, Costa Rica April 2022 – October 2023

Marketing Analyst

- Modeled k-means on 7,000+ store visitors to cluster consumer segments & author 3 target-buyer personas.
- Analyzed product seasonality & YoY trends using exponential smoothing to inform promotion & growth segment strategy.
- Devised go-to-market plan for a product launch: performed outreach to increase media mentions & website backlinks; partnered with national credit cards, wedding planners & tailors to offer bridal jewelry promotions.
- Built custom site on AWS to cut yearly costs by 88% vs. no-code platforms, improving loading & web crawling for SEO.

Grasso Group US, Boston, USA September 2022 – April 2023

Crisis Communication Consultant

- Identified crisis-aware audiences by analyzing aspect-based sentiment using natural language processing & created crisis response timeline for client pitches; effectively maintained pre-crisis net-negative sentiment in two events.
- Engaged in media training & consulted on digital guidelines to limit the risk of a reputation crises occurring in live-feed channels; provided reputation rebuilding strategies to ameliorate sponsor relations.

Aspen Systems, Boston, USA June 2022 – September 2022

Marketing & Business Development Intern

- Improved average post impressions & brand awareness by 60% & 42% on Instagram & LinkedIn as content creator & manager.
- Proposed market plan to reduce components' prices by 20-70% by leveraging economies-of-scale in new sales channel.

Sandoz, a Novartis Division, São Paulo, Brazil June 2021 – August 2021

Rotational Program Communications Intern

- Extrapolated the expected time & likelihood to pass a legislation crucial for a PR campaign by regressing 20 years of congressional activity; optimized multi-functional campaign timeline to accommodate predictions & other initiatives.
- Standardized documentation, handling & partitioning using python pandas & openpyxl for the legal team's Excel database.

LEADERSHIP & ACTIVITIES

American Airlines Price Optimization, Atlanta, USA April 2024 – Present

Analytical Project

- Developed Selenium web scrapers to gather price information for 100,000+ flights on Google & AA.com to determine factors for the dollar-per-mile cost of a flight using multi-variate ridge regression on non-stationary data.
- Conducted a Six Sigma project to reduce the scrape time of a route's flights for a year (~7,000 flights) from 45 to 5 minutes.
- Hosted a web-based analytics dashboard on AWS using Django & d3.js to advise users on flight purchases in dollars or miles.

Service Dog Project, Boston, USA September 2022 – April 2023

Account Manager, pro-bono

- Acted as liaison between CEO & 10-person team under management to create 75+ repurposed marketing content pieces.
- Increased SEO keywords by 70% & raised referring domains by 51% through pitches to sponsors & local news media.

International Business Club; Model United Nations, Boston, USA September 2021 – May 2022

Director of Public Relations; Chair

SKILLS & OTHER

Languages / Global Profile: Fluent in English, Spanish & Portuguese; Intermediate in German; US & EU Citizenships

Programs: Python, R, JavaScript, SPSS, Excel, PowerBI, Salesforce, Adobe Creative Suite, HTML, MailChimp, HubSpot, SEMrush

Certifications: Lean Six Sigma Greenbelt, Google Analytics & Ads, HubSpot Content & Inbound Marketing, SEMrush SEO