

# Nicolas Afonso

+1 (857) 296-2688 | nico.afonso@hotmail.com | <https://www.nafonsocv.com>

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

<b>Georgia Institute of Technology</b> , Atlanta, USA	May 2025
Master of Science Data Analytics, Business Analytics – 4.00 GPA	
<b>Boston University</b> , 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

<b>Kaseya</b> , Miami, USA	October 2023 – April 2024
<i>Associate Account Manager</i>	
<ul style="list-style-type: none"><li>Managed 35 B2B clients with \$300,000+ annual recurring spend (ARR); responsible for sales, renewals &amp; satisfaction.</li><li>Crafted touchpoints for complex sales process, meeting clients weekly to stimulate need based on pain points.</li><li>Expanded book of business' net-new ARR by 11% in cross-sells &amp; up-sells within a 6-month period.</li></ul>	
<b>Müller JG</b> , San Jose, Costa Rica	April 2022 – October 2023
<i>Marketing Analyst</i>	
<ul style="list-style-type: none"><li>Modeled k-means on 7,000+ visitor datapoints to cluster consumer segments &amp; author top 3 target-buyer personas.</li><li>Derived product seasonality &amp; YoY trends using exponential smoothing for promotion &amp; growth segment strategy.</li><li>Presented data visualizations &amp; go-to-market plan to non-technical management; performed outreach to increase website backlinks; partnered with credit cards, wedding planners &amp; tailors to offer bridal jewelry brand-launch promotions.</li><li>Built &amp; hosted website on AWS to cut costs by 88% vs. no-code software, improving load times &amp; SEO web crawling.</li></ul>	
<b>Grasso Group US</b> , Boston, USA	September 2022 – April 2023
<i>Crisis Communication Consultant</i>	
<ul style="list-style-type: none"><li>Analyzed online audience's aspect-based sentiment by processing ~5,000 comments (NLP) to create response plan for client pitches; effectively maintained pre-crisis net-negative sentiment in two events.</li><li>Engaged in media training &amp; consulted on digital terms-of-use/data policies to limit clients' reputation crisis risk.</li></ul>	
<b>Aspen Systems</b> , Boston, USA	June 2022 – September 2022
<i>Marketing Intern</i>	
<ul style="list-style-type: none"><li>Assessed product features mentioned in 400+ articles using random forest &amp; PCA to understand value drivers per segment.</li><li>Improved average post impressions &amp; brand awareness by 60% &amp; 42% on Instagram &amp; LinkedIn as content strategist.</li><li>Conducted marketing mix modeling to reduce component costs by 20-70% using economies-of-scale in new sales channel.</li></ul>	
<b>Sandoz, a Novartis Division</b> , São Paulo, Brazil	June 2021 – August 2021
<i>Rotational Program Communications Intern</i>	
<ul style="list-style-type: none"><li>Extrapolated likelihood to pass bill crucial for PR campaign using regression &amp; SVM on 20 years of congressional activity.</li><li>Collaborated with marketing to optimize email conversion &amp; clickthrough by 21% &amp; 30% using multi-factorial A/B testing.</li><li>Implemented multi-source data pipeline using SQL, pandas &amp; openpyxl to automate maintenance of legal's Excel database.</li></ul>	

## PROJECTS

<b>American Airlines Price Optimization</b> , Atlanta, USA	April 2024 – Present
<i>Analytical Project</i>	
<ul style="list-style-type: none"><li>Developed ETL pipeline using pandas &amp; Spark to gather data on 100,000+ commercial flights; determined dollar-per-mile cost factors using scikit-learn multi-variate ridge regression on non-stationary data.</li><li>Hosted web-based analytics dashboard on AWS using Flask, Vizro &amp; d3.js for user price recommendations.</li></ul>	
<b>Service Dog Project</b> , Boston, USA	September 2022 – April 2023
<i>Account Manager, pro-bono</i>	
<ul style="list-style-type: none"><li>Acted as liaison between CEO &amp; 10-person team under management to create 75+ repurposed marketing content pieces.</li><li>Increased SEO keywords by 70% &amp; raised referring domains by 51% through pitches to sponsors &amp; local news media.</li></ul>	
<b>International Business Club; Model United Nations</b> , Boston, USA	September 2021 – May 2022
<i>Director of Public Relations; Co-Chair</i>	

## SKILLS & OTHER

**Languages:** Fluent in English, Spanish & Portuguese; Intermediate in German; US & EU Citizenships

**Programs:** Python, R, SQL, Spark, HBase, Git, GitHub, AWS, Excel, PowerPoint, JS, HTML, CSS, SPSS, PowerBI, Salesforce

**Certifications:** Lean Six Sigma Greenbelt, CITI Human Research Data, Google Analytics & Ads, HubSpot, SEMrush SEO