Nicolas Afonso

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Self-driven, solutions oriented & curious professional with multicultural experience having lived in US, CO, BR & CH. High cultural & change agility in fast-paced environments. Keen on acquiring skills to further the purpose of a team or company.

EDUCATION

Georgia Institute of Technology, Atlanta, USA   May 2025
      MS in Data Analytics, Business Analytics – *4.00 GPA*

Boston University, Boston, USA   May 2023
      BS in Public Relations & **BA** in International Business & Economics – *3.82 GPA*

PROFESSIONAL EXPERIENCE

Müller, Remote   April 2022 – October 2023, May 2024 – Present
Senior Marketing Analyst, (former analyst)
- Modeled k-means on 7,000+ visitors to cluster consumer segments & author top 3 target-buyer personas for market analysis.
- Derived YoY product seasonality & promotional trends in Excel, improving inventory ordering & demand forecast accuracy.
- Developed dashboards (SQL & Tableau) & consumer reports; increased category sales by 35% as go-to-market co-manager.
- Optimized core customer journeys using email & web data to personalize sales outreach, boosting lifetime value by 19%.

Kaseya, Miami, USA   October 2023 – April 2024
Associate Account Manager
- Managed 35 B2B clients with $300,000+ annual spend; oversaw sales, renewals & solution onboarding.
- Crafted touchpoints for complex sales process; met consumers weekly to gain insights & stimulate need from pain points.
- Expanded book of business' net-new ARR by 11% in cross-sells & up-sells within 6-month period.

Grasso Group US, Boston, USA   November 2022 – September 2023
Crisis Communication Consultant, On-Call
- Analyzed online audience's aspect-based sentiment in ~5,000 comments with roBERTa natural language processing.
- Presented audience analysis & created response plan/timeline; averted negative impact to brand perception for 2/2 clients.
- Performed media training & secured digital terms-of-use/data management & engagement processes to mitigate crisis risk.

Aspen Systems, Boston, USA   June 2022 – September 2022
Marketing Intern
- Extrapolated product features mentioned in 400+ articles using random forest & PCA to understand value drivers per segment.
- Improved post impressions & brand awareness by 60% & 42% on Instagram & LinkedIn as content strategist.
- Conducted marketing mix modeling to reduce component costs by 20-70% using economies-of-scale in new sales channel.

Sandoz, a Novartis Division, São Paulo, Brazil   May 2021 – August 2021
Rotational Program Intern
- Assessed likelihood to pass key bill for market access campaign using regression & SVM on 20 years of congressional activity.
- Implemented multi-source data pipeline using SQL, pandas, & openpyxl to automate maintenance of legal's excel database.
- Collaborated with marketing to optimize email conversion & clickthrough by ~20% & 30% using multi-factorial A/B testing.

LEADERSHIP & PROJECTS

Teaching Data Mining & Statistical Learning, Atlanta, USA   December 2024 – Present
Graduate Teaching Assistant
- Hosted weekly office hours, revised content & provided feedback in graduate-level machine learning course.

American Airlines Price Optimization, Atlanta, USA   March 2024 – Present
Analytical Project
- Built & trained custom, scalable Random Forest model & Spark ecosystem (Dataproc & Parquet) to analyze 30M+ flight fares.
- Deployed real-time dashboard (JS) & ETL (PostgreSQL on GCP) to optimize user purchases & raise award mile value by 80%.

Bite Net Reproduction in Big Data Healthcare Applications, Atlanta, USA   September 2024 – December 2024
Student Researcher
- Reproduced bi-directional transformer neural-net model to predict readmission using Torch; improved PR-AUC score by 61%.

Service Dog Project, Boston, USA   September 2022 – April 2023
Account Manager, pro-bono
- Acted as client liaison & managed team of 10 to road map production of 75+ new marketing content pieces for digital channels.
- Raised web traffic by 150% by increasing SEO keywords (70%) & referring domains (51%) through sponsor & media pitches.

SKILLS & OTHER

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

Programs: Python, SQL, SPSS, Qualtrics, R, Excel, Spark, Hive, Git, AWS, GCP, PowerPoint, JS, HTML, Tableau

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