Nicolas Afonso

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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
       Colleges of Computing, Business & Engineering MS Data Analytics, Business Analytics

Boston University, Boston, USA   May 2023
       College of Communication B.S. Public Relations, Minor in Business; *GPA: 3.84/4.00*
       Pardee School of Global Studies B.A. International Relations in Politics, Business & Economics; *GPA: 3.82/4.00*

PROFESSIONAL EXPERIENCE

Kaseya, Miami, USA   October 2023 – Present
Associate Account Manager
- Managed business relationship of 35 clients with over $300,000 annual recurring spend (ARR); sales, renewals, satisfaction.
- Conducted market research & leveraged touchpoints of complex sales process; engaged clients on a weekly basis & performed monthly business reviews to understand client pain points, verticals, competitors & formulate sales plans.
- Expanded book of business' net-new annual recurring revenue by 11% in cross & upsells within a 6-month period.

Müller JG, San Jose, Costa Rica   April 2022 – July 2022, May 2023 – October 2023
Marketing Analyst
- Modeled k-means clustering on 7,000+ data points representing store visitors to outline segments & illustrate 3 target-buyer personas for upcoming product launch, informing go-to-market strategy targeting wedding shoppers.
- Analyzed product seasonality & consumer clusters' YoY trends using Holt-Winters exponential smoothing to inform promotion strategy & growth segments.
- Devised go-to-market strategy for a product launch: performed outreach to increase media mentions & website backlinks; partnered with a national credit card, wedding planners & tailors to offer bridal jewelry promotions.
- Built custom site to reduce code/text ratio by 10x against no-code platforms; improved loading, crawling & lowered costs.

Grasso Group US, Boston, USA   September 2022 – April 2023
Crisis Communication Consultant
- Created client pitches for immediate crisis response: identified issue-aware audiences & channels, analyzed aspect-based sentiment & created messaging & response timeline; effectively maintained pre-crisis net-sentiment.
- Engaged in media training & consulted on digital guidelines to limit recurrence of a reputation crises stemming from live-feed channels; provided reputation rebuilding strategies to ameliorate sponsor relations.
- Reviewed & edited digital disclaimers, company policies, missions & legal disclaimers to limit liability.

Aspen Systems, Boston, USA   June 2022 – September 2022
Marketing & Business Development Intern
- Improved avg. impressions by 60% on IG & LinkedIn; 42% increase in awareness & 50% increase in new follower rate.
- Executed client interviews to create newsletters, brochures & web articles to improve middle-of-funnel (MOFU) conversion.
- Proposed market plan to reduce components' unit price 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
- Performed process analyses of legislation to accelerate the passing of a bill crucial to PR campaign & coordinated multi-functional campaign timeline to accommodate legislative procedure & support other teams' initiatives.
- Collaborated with outsourced PR team to increase automated email clickthrough (CTR) within a health awareness campaign.

LEADERSHIP & ACTIVITIES

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 keyword ranking by 70%; raised referring domains by 51% through pitches to sponsors & local news media.

BU International Business Club, Boston, USA   September 2021 – May 2022
Director of Public Relations
- Expanded weekly email open & click rates by 21% & 30% for 600+ audience using A/B testing.

SKILLS & OTHER

Languages/Global Profile: Fluent in English, Spanish & Portuguese; Intermediate in German; US & EU Citizenships
Programs: Python, R, SPSS, Excel, Power BI, Salesforce, Adobe Creative Suite, HTML/CSS, MailChimp, HubSpot, SEMrush
Certifications: Google Analytics & Ads, HubSpot Content & Inbound Marketing, SEMrush SEO, GTx Coding in Python