

Marco Laureano

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Professional Summary

I've been on the front lines of sales long enough to know that the numbers reflected on sales reports play a huge role in the decisions a business makes and I've seen firsthand how a single decision can affect the confidence shareholders have. I also know that, more often than not, those sales reports mainly focus on the end result and a high-level overview of what it took to get there. I've seen the wrong decision be made because whoever interpreted the data wasn't aware of certain factors that would affect the end of month numbers. Between my sales experience and technical skills, I know that not only would I be able to spot and prevent the wrong decision from being made again but also identify some of the lesser known factors to monitor their influence and take preventative measures.

Technical Skills

Soft Skills: Collaboration, Communication, Teamwork, Presenting, Problem Solving, Public Speaking, Sales

Hard Skills: AI Prompts, CRISP-DM, Data Analysis & Management, Debugging, ETL, Forward & Reverse Engineering, IoT, OSINT, PCI DSS, Statistics & Statistical Analysis, Supervised & Unsupervised Machine Learning

Systems & Platforms: eCommerce, Github, Hubspot, macOS, Python, Salesforce, SQL, Tableau

Professional Experience

Intuit, QBO Business Consultant, Remote, USA

9/2023 - Present

- Used consultative selling to work with C-Level, IT, and FinOps decision makers to get a deep understanding of their accounting processes and best fit a QuickBooks Online solution into their financial ecosystem
- Closed an average of \$75k new business each month

Shift, Sales Advisor, Remote, USA

5/2021 - 9/2023

- Lead team of 12 to facilitate online used car sales, collectively averaging \$330,000 in sales per month
- Compiled library of 50+ publications, tools, and templates for department which lead to a 35% increase in efficiency

Twilio, Mid-Market SDR, Seattle, WA

2018 - 2021

- Self sourced over 1200+ prospect accounts which led me to be #1 ranked in the company on LinkedIn's Social Selling Index
- Created custom industry specific email campaigns which increased open & reply rates by 45%

Sinclair Broadcast Group, Account Executive, Bellevue, WA

2016 - 2018

- Partnered with news stations in over 15 states to create custom B2B digital marketing solutions
- Prospected, consulted, nurtured, and closed new business

Technical Projects

Chicago Crime | [GIT](#) | [Tableau](#)

- Conducted exploratory data analysis of reported crime in Chicago spanning 2001 to 2022 using python
- Employed Time Series modeling techniques including DateTime, Pmdarima, SKLearn, and StatsModels in Python to predict time seasonality
- Created insightful visualizations using matplotlib, seaborn, and Tableau aiding in the interpretation of complex crime data

WSCJTC | [GIT](#) | [Tableau](#)

- Conducted comprehensive exploratory data analysis and cleaning of law enforcement officer misconduct cases in Washington State using Pandas in Python
- Produced visualization of the cleaned data using Tableau, facilitating a clear understanding of the data's characteristics

Movie Database | [GIT](#)

- Extracted data from IMDB's API using PyMySQL in Python
- Created a SQL database through SQLAlchemy in Python to test hypotheses regarding the factors contributing to a movie's success

Product Sales Forecasting | [GIT](#)

- Conducted exploratory data analysis and cleaning using Python in Google Colab, preparing the data for analysis
- Utilized SKLearn's Linear Regression and Random Forest ML models in Python to predict product sales
- Visualized the data using Matplotlib and Seaborn, aiding in the identification of sales trends and pattern

Education

Salesforce Administrator, Certification

2024 - Present

Colorado Technical University Remote, USA

2023 - 2023

Data Analytics, Certificate

The Art Institute of Seattle, Seattle, WA

2010 - 2012

Graphic Design

Highline College, Des Moines, WA

2008 - 2010

Business Administration