

Marco Laureano

| (206) 240-4228 | laureano.marco@gmail.com | [Linkedin](#) | [Github](#) |

Professional Summary

Experienced SaaS sales professional with over 17 years in customer-facing roles, now seeking to utilize self-taught and coding bootcamp trained data analysis skills into a technical role. A lifelong learner with a natural curiosity and knack for investigative processes. A team player known for being personable, communicative, and unafraid to seek help when needed. Highly proficient in translating complex ideas into easily understandable information. Self starter when it comes to learning, sourcing information, and starting projects.

Technical Skills

Soft Skills: Analytic Reasoning, Collaboration, Communication, Creativity, Critical Thinking, Emotional Intelligence, Integrity, Qualitative & Quantitative Research, Teamwork, Philosophy, Presenting, Problem Solving, Psychology, Public Speaking, Sales, Technical Writing

Hard Skills: AI Concepts & Prompt Engineering, Automation, Cloud Computing, CRISP-DM, Data Analysis & Management, Data Modeling & Visualization, Debugging, Deep Learning, ETL, Financial Compliance, Forward & Reverse Engineering, IoT, Model Validation, NLP Concepts, Open Source Technology, OSINT, PCI DSS, SEO, Statistics & Statistical Analysis, Supervised & Unsupervised Machine Learning, UX/UI

Systems & Platforms: Databases, eCommerce, Excel, Github, Google Sheets, HighSpot, Hubspot, LLaMa3 AI, Logic Pro, macOS, Python, PyTorch, Salesforce, SQL, Tableau, TensorFlow, ZoomInfo, Windows

Professional Experience

Intuit

QBO B2B 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 bookkeeping and accounting processes and best fit a QuickBooks Online solution into their financial ecosystem
- Responsible for converting shoppers into new customers and upselling existing customers depending on business needs
- Provided assistance in converting customers using outdated products into new QuickBooks options
- 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 and in person used car sales, collectively averaging \$330,000 in sales per month
- Collaborated across cross-functional departments (FinOps, ground operations) to negotiate automotive loan terms, options, and in person appointments
- Maintained meticulous Salesforce & Hubspot records
- Compiled library of 50+ publications, tools, and templates for department which lead to a 35% increase in efficiency
- Attained average of 120% quota

Twilio (Zipwhip)

Mid-Market SDR, Seattle, WA

2018 - 2021

- Responsible for nurturing & qualifying leads and prospects with the intention of converting into opportunities
- Used OSINT to self source over 1200+ prospect accounts which led me to be #1 ranked in the company on LinkedIn's Social Selling Index
- Leveraged HighSpot to create custom industry specific email campaigns which increased open & reply rates by 45%
- Completed 30+ Salesforce Lightning courses for sales professionals
- Attained average of 110% quota

Sinclair Broadcast Group

Senior Account Executive, Bellevue, WA

2016 - 2018

- Partnered with news stations in over 15 states to create custom B2B digital marketing solutions
- Prospected, cold called, consulted, nurtured, and closed new business
- Attained average of 110% quota

Other

SciPy2024

Volunteer

Seattle General Store

Amazon FBA Merchant

- Sourced & developed niche white label e-commerce products
- Managed listings, keywords, and PPC campaigns
- #20 Best Seller Rank
- 4/5 Star rated product with over 75% positive customer satisfaction

Technical Projects

Seattle Police Department Crime | [GIT](#)

- Used OSINT to extract 16 years worth of SPD crime data to conduct an exploratory analysis with Python
- Obtained copy of NIBRS user manual to familiarize myself with and get a comprehensive understanding of the data
- Created geospatial and interactive visualizations of data to demonstrate understanding of the data
- Used a model similar to the Chicago Crime project to predict seasonality/trending patterns of crimes, as well as if certain crimes were trending up or down in a geographic area
- Cross referenced those trends against major local events during those times

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

Tesla Stock Ticker | [GIT](#)

- Used historical Tesla stock price data and an ML ARIMA model to predict future stock prices
- Tested regression metrics using SKLearn to obtain optimal MAE, MSE, RMSE, R², and MAPE

Movie Database | [GIT](#)

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

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

Certifications & Education

Salesforce Administrator , Certification	Ongoing
Notary Public , License	Active
Property & Casualty Insurance Producer , License	Inactive
Life & Disability Insurance Producer , License	Inactive
Colorado Technical University , Data Analytics, Certificate	2023 - 2023
The Art Institute of Seattle , Graphic Design	2010 - 2012
Highline College , Business Administration	2008 - 2010

Hobbies

Concerts & Festivals
IoT Prototyping (ESP32 WROVER, Flipper Zero)
Motorcycle (2021 Iron 883 Harley Davidson Cafe Racer)
Music Production & Mixing (Logic Pro, Rekordbox)
Photography (Sony A58, Sony ZV-E10)

References

Available upon request