

# Giulia Mancini

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## EXECUTIVE SUMMARY

Business Analytics graduate with 1 year of experience turning data into actionable insights. Proficient in SQL, Python, Power BI, Excel, and Tableau. Skilled at analyzing complex datasets, building dashboards, and delivering data-driven recommendations that support strategic decision-making and business improvement. Fluent in English and Portuguese, with strong communication skills across diverse teams and audiences.

## EDUCATION

**University of Central Florida**, Orlando, FL

Master of Science in Business Analytics

July 2025

Bachelor of Science in Business Administration, Integrated Business

December 2023

## TECHNICAL SKILLS

**Programming Languages:** SQL (MySQL), Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn), R (Tidyverse), SAS

**Tools & Platforms:** Tableau, Power BI, Jupyter Notebook, Microsoft Office (Excel, Word, Power Point)

**Projects:** <https://github.com/giuliamancini25/Business-Analytics-Portfolio>

## EXPERIENCE

**UNIVERSITY OF CENTRAL FLORIDA** – Orlando, FL

January 2025- Present

*Graduate Teaching Assistant*

- Leveraged Excel and Power BI to analyze student performance and share insights with faculty.
- Supported grading and performance tracking for 1,000+ students in the GEB Career Series
- Held weekly office hours to guide students through course material and career readiness tasks.

**POP ID** – Orlando, FL

August 2023- March 2024

*Marketing Intern*

- Built weekly dashboards and summary reports analyzing engagement data from 800+ student organizations.
- Led 10+ campus events, increasing student engagement and brand visibility by over 50%.
- Analyzed engagement trends using Excel to improve campaign targeting and outreach strategy.

**COMMERCIAL BUILDING CONSULTANTS** – Orlando, FL

May 2023- September 2023

*Business Analyst Intern*

- Researched market trends and growth opportunities, presenting findings to leadership for strategic planning.
- Developed 5 internal reports and visuals using Excel and PowerPoint to communicate key business insights.
- Supported decision-making by highlighting performance trends and data-driven recommendations.

**THE FITBIZ CPA** – Orlando, FL

May 2023- September 2023

*CRM & Marketing Analyst Intern*

- Tracked sales progress and supported lead generation efforts using Salesforce CRM.
- Maintained and updated customer records to ensure accurate reporting and streamlined outreach.
- Assisted in 6 promotional events and represented the company at trade shows generating 50+ leads.

**UCF ATHLETICS** – Orlando, FL

August 2022- December 2022

*Marketing Internship*

- Contributed to 50+ GameDay events, supporting fan experiences for 5,000 to 50,000 attendees.
- Collaborated with the marketing team to create and distribute promotional materials for athletic events.
- Resolved real-time issues during events to ensure smooth operations and a positive fan experience.

## COURSES AND CERTIFICATIONS

- **Google Data Analytics Professional Certificate** – Coursera (*In Progress*)
- **Associate Data Analyst in SQL** – Data Camp (2025)
- **Learning Power BI Desktop** – LinkedIn Learning (2025)
- **Cert Prep: Excel Expert - Microsoft Office Specialist for Office 2019 and Office 365** – LinkedIn Learning (2025)
- **Introduction to Business Analytics** - LinkedIn Learning (2023)