

# Gabriel Kronisch

[gabrielkronisch.com](http://gabrielkronisch.com) | [gkronisch19@gmail.com](mailto:gkronisch19@gmail.com) | (831) 588-5339 | [linkedin.com/in/gabriel-kronisch](https://linkedin.com/in/gabriel-kronisch)

## EDUCATION

**The Pennsylvania State University, Smeal College of Business, University Park, PA** May 2025  
**Master of Finance (MFIN) | GPA: 3.89**

• *Relevant Coursework: Advanced Financial Modeling with Excel, VBA, and Python; Financial Analysis and Valuation; Advanced Financial Analysis; Strategic Financial Management; Corporate Finance Projects; Managerial Accounting; Risk and Decisions*

**Willamette University, Salem, OR** May 2024

**B.A. Economics, with Department Honors | GPA: 3.93 (Summa Cum Laude)**  
Phi Beta Kappa, Senior Key award, 4 award scholarships from major departments

**Willamette University, Salem, OR** May 2024

**B.A. Japanese Studies | GPA: 3.93 (Summa Cum Laude)**

## SKILLS

**Technology:** Excel, Power BI, Power Query, DAX, Data Visualization, ETL, VBA, Macros, AI, SQL, R, Python

**Finance-Related:** Corporate Financial Analysis, Financial Statements, Financial Projections and Modeling, Risk Management, Company Valuation, DCF Analysis, Project Valuation, IRR, GAAP, Budget Creation / Management / Reconciliation, Treasury

## EXPERIENCE

**Strategy Consultant** September 2024 - Present

**Impulse, Remote**

*Consult weekly with CEO on app development, business strategy, and user interface optimization*

- Created comprehensive SWOT analysis and long-term business plan in Excel to balance user engagement and profitability
- Advised on freemium monetization structure, launch timeline, and user engagement features, resulting in 3+ features implemented
- Developed detailed milestone logic including moving-average-based habit success tracking and subscription cap strategy

**Director of Strategic Planning** August 2024 - May 2025

**Penn State Finance & Business Department, Graduate & Professional Student Association, University Park, PA**

*Managed and allocated \$108,000 GPSA annual operating budget with enhanced forecasting and strategic oversight*

- Created automated cash flow metrics and monthly/annual financial forecasts using Excel and SharePoint documentation systems
- Evaluated and advised on 38+ proposed funding bills; identified and corrected 20+ bills miscategorized by predecessors
- Modernized budgeting format with enhanced dashboards and cash burn rate calculators
- Advised on optimal allocations based on real-time fund balances, helping avoid budget shortfalls near year-end
- Developed data-driven recommendations that supported successful case for increased future funding

**Treasurer** August 2024 - May 2025

**Penn State Smeal College of Business Business Leaders for Change, University Park, PA**

*Created and managed annual budget for inaugural sustainability-focused event and built organizational structure*

- Built comprehensive event budget using Excel and OneDrive, integrating comparative benchmarking analysis of peer events
- Negotiated with stakeholders to reduce projected costs by 25% through real-time adjustments during live pitch meetings
- Successfully secured 100% of requested funding after presenting detailed proposals alongside organization leadership

**Treasurer** April 2023 - May 2024

**Willamette University Events Board, Salem, OR**

*Managed \$120,000+ annual budget for student event programming with enhanced financial controls and reporting*

- Oversaw full-cycle budget operations for ~12 large-scale internal events and ~6 external organization grants
- Submitted and received bi-annual funding requests of ~\$60,000 each with detailed justifications and item-level breakdowns
- Redesigned budget templates with rolling cash flow projections and emergency buffer fund modeling
- Led weekly reporting to Executive Board and President with budget updates, variance analysis, and strategic recommendations

**Financial Officer** August 2022 - May 2024

**Willamette University Community Action Fund for Equity and Sustainability, Salem, OR**

*Maintained \$130,000 annual operating budget, oversaw 49+ grant projects, and implemented enhanced financial governance systems*

- Led full-cycle financial operations tracking ~\$130,000/year in student fee revenue, processing 93+ journal entries in Excel
- Developed dual-reporting infrastructure with weekly treasurer updates and monthly financial reports
- Managed ~12.5 projects/term averaging \$10.4K/project, conducting weekly forensic audits and compliance checks
- Created Expense List Approval system to prevent G/L mischarges, reducing average mischarge rate to zero

**CERTIFICATIONS**

Corporate Finance Institute	Power BI Fundamentals	<i>June 2025</i>
Corporate Finance Institute	Financial Modeling and Valuation Analyst (FMVA)	<i>In Progress; Expected September 2025</i>
Stanford University	Relational Databases and SQL	<i>August 2025</i>
Columbia University	AI for Business & Finance	<i>September 2025</i>
Microsoft	Power BI Data Analyst Associate	<i>In Progress; Expected January 2026</i>