

JONATHAN BRACCI

209 Mckinley Ave • Grosse Pointe Farms, MI 48236-3506
jbracci@umich.edu • 313-549-3877

EDUCATION	UNIVERSITY OF MICHIGAN School of Information Bachelor of Science in Information Analysis, April 2018 <ul style="list-style-type: none">• Notable Courses: UC 270 (Business Creativity and Leadership), SI 206 & SI 330 (Data Manipulation Programming), SI 370 (Data Exploration Programming), SI 485 (Data Analytics Capstone)• Minor in Entrepreneurship• GPA: 3.60/4.00• Proficiencies: Python, SAS, Excel, VBA, SQL, R-Studio, Adobe Creative Suite, HTML5, CSS• Activities: Ross Sales Club, Ross Marketing Club, Pi Kappa Alpha Fraternity Stephen M. Ross School of Business Minor, April 2018	Ann Arbor, MI
EXPERIENCE 2018-Present	IBM Business Analytics Consultant <ul style="list-style-type: none">• Begin full-time role upon graduation	Philadelphia, PA
Summer 2017	BLUE CROSS BLUE SHIELD OF MICHIGAN Internal Risk and Strategy Analyst Intern <ul style="list-style-type: none">• Optimized insurance plan and lifecycle revenue by creating models to analyze and forecast pricing, units sold, and retention ratios• Automated monthly reports, which improved completion time from two weeks to 10 minutes• Performed deep dives into sub-segments of membership by region to provide financial insights to leadership	Detroit, MI
Summer 2016	BAASBOX BAASBOX Finance and Administrative Operations Internship <ul style="list-style-type: none">• Utilized search engine optimization tactics through Google Analytics by analyzing trends on pageviews, click through rate, cost per click, view time, and keyword analysis• Gained international business skills by supporting European partners with product pricing and identifying new target markets to generate revenue• Created a technical product presentation used in conferences to show benefits of their platform and presented to potential investors, helped gain additional investments of \$50,000	Rome, Italy
Action-Based Learning 2015	COSA (COLLECTIVE ORGANIZATION FOR STUDENT ARTISTS) Co-Founder <ul style="list-style-type: none">• Admitted to DTX Launch Detroit and TechArb both intensive accelerator programs for startups• Performed customer discovery on 300+ Student/Professional Artists, developing a business model around marketing and time management solutions• Raised \$10k in grant money and personally retained \$3k in revenue	Ann Arbor, MI
2015-Present Volunteer	PI KAPPA ALPHA FRATERNITY, BETA TAU CHAPTER Philanthropic Chair <ul style="list-style-type: none">• Secured multiple local and national sponsorships, as well as media coverage in order to raise \$40,000 for the Autism Alliance of Michigan and \$60,000 for U of M Comprehensive Cancer Center	Ann Arbor, MI
2014-2015	COMFORT APP STUDENT ORGANIZATION Member, Recruitment Chair <ul style="list-style-type: none">• Evaluated and restructured organization's marketing and finance strategies to raise money to purchase iPads for patients in the University hospital	Ann Arbor, MI
ADDITIONAL	<ul style="list-style-type: none">• Experienced traveler with significant, diverse cultural understanding• Co-Founded a painting company in high school and college to help pay for expenses• Enjoy fishing, basketball, and Detroit Lions Football	