

Jonathan Kroop

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EDUCATION

Brandeis University, School of Business and Economics **Waltham, MA**
Candidate for Master of Science in Business Analytics (STEM-Designated) 08/2025 - 05/2026
Relevant Coursework: Foundations of Data Analytic, Information Visualization, Python and its Application to Business Analytics

Brandeis University **Waltham, MA**
Bachelor of Arts in Business - GPA: 3.52 08/2021 - 05/2025
Relevant Coursework: Statistics for Economic Analysis, Sports Analytics, Marketing Management, Data Analytics with Excel
Danish Study for Study Abroad (Exchange), Copenhagen, Denmark 07/2023 - 08/2023

TECHNICAL SKILLS

Programming Languages: R, Python, SQL
Computer Software: Advanced Microsoft Excel, Advanced Google Workspace, Tableau, Workday Adaptive Planning, Replicon, Oracle Fusion
Analytics: Data Warehousing, Data Visualization, Predictive Modeling, Marketing Analytics, Data Mining

WORK EXPERIENCE

Editas Medicine **Cambridge, MA**
Finance Intern 06/2024 - 12/2024

- Created Excel macro with AI assistance to automate close processes and save over five hours monthly
- Maintained and processed company financials and HR data for accurate reporting
- Prepared finance presentations showing quarterly trends, headcount overviews, OPEX variance relative to set budgets, and projected cash runways for executive team meetings
- Developed fiscal year planning templates as part of budgeting process

New York Medical College **Valhalla, NY**
Biomedical Research Intern, Department of Urology 06/2023 - 08/2023

- Performed precise assays on anticancer effects of *Agrocybe Chaxingu* mushroom extract on human bladder cancer cells in tissue culture; **Publication:** J Can Res and Treat. 2023; 11(1:1-5)

ACADEMIC PROJECTS

Brandeis University **Waltham, MA**
MLS Apple TV Marketing Management Project 09/2023 - 12/2023

- Conducted market research and competitive analysis for the Apple TV MLS deal, assessing pricing, promotions, distribution channels, and market positioning
- Recommended growth strategies, including targeting high-potential markets and offering promotional discounts to accelerate Apple customer acquisition

Brandeis University **Waltham, MA**
Pharmaceutical Company Data Analytics Project 09/2023 - 12/2023

- Analyzed quarterly EBITDA and revenue trends for Pfizer, Johnson & Johnson, and Merck & Co.
- Developed Excel-based financial forecasting models, identifying R&D investment as a key driver of sustained earnings growth.

SKILLS/ACTIVITIES

Activities: Brandeis Chapter Phi Kappa Psi (External Chair and Recording Secretary, Spring 2023 - Spring 2024), Club Soccer (Team Captain, Fall 2023 - Spring 2025), Real Estate Investment Club (Member, Fall 2024)
Volunteer: Phelps Memorial Hospital (Emergency Room Volunteer, 2019 - 2021), Miracle League of Westchester (Volunteer Mentor (2016-2021))
Languages: English (Native), Spanish (Intermediate), Hungarian (Intermediate)