



LUCA CARUCCIO


DATA ANALYST & ENGINEERING

CONTACT

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 Los Angeles CA, 90068

SKILLS

Data Entry, Collection, Analysis, and Management

Python Programming

Tableau Notebooks

Google Analytics & SEO

SalesForce and Coupa

Advanced Excel proficiency

Excellent communication and data presentation abilities

TOOLS

ArcGIS Pro & AutoCAD Software

Github

PostgreSQL

EDUCATION

Marist College 2014-2018

Bachelor, Science
Communications, Advertising & Marketing

Relevant Coursework: Ad Copywriting, Marketing, Graduate project focused on International Advertising Perceptions

Flatiron Bootcamp 2021-2022

A 6 month in-depth program learning the fundamentals of data analysis with Python, SQL, and Tableau

Udemy Coursework Present-

Currently enrolled in courses pursuing Snowflake & Java certifications

PROFILE

Highly motivated Data Analyst with exemplary team-building and project management skills. Proven history of developing collaborative relationships and delivering results while maintaining a positive demeanor. Large focus on expanding and utilizing my technical skillset to drive productive, data-focused solutions to benefit growth of the company. Special Interest in Spatial Analysis and Geographic Information Systems.

WORK EXPERIENCE

Data Research Analyst

March 2024-June 2024

University of Southern California -Office of Advancement (Contract)

- Performed maintenance and analysis of the Salesforce and Tableau data systems used by the Data Integrity team
- Ensured consistency between data systems and daily reporting
- Managed daily case loads and changes in responsibility effectively, working both individually and as part of the advancement team

Data Specialist II

October 2022-Aug 2023

City National Bank

- Assisted with budget tracking & reporting for all divisions within the marketing department; tracking overages and remainders to effectively allocate resources each quarter.
- Data entry, manipulation, and storage, maintaining data integrity throughout the internal processes.
- Managed charitable, affiliate and volunteer data streams & reports proficiently using BlackBaud data tracking system, specifically for data based management.
- Coordinated the design and timely delivery of multiple print and digital advertisements via workforce. Allocated time frames for each stage through multiple departments, including legal, design, and the requesting from clients.
- Used Salesforce on a daily basis to cross check chains of ownership for specific organizations and client(s) status

Data Specialist

Brewer Direct International Marketing

April 2021-July 2022

- Worked with company data team to manage client data using Excel and other internal softwares to perform data entry and management at a nationally recognized marketing agency.
- Cleaned, organized and tracked client data using latest technologies leading to business strategy insights, prioritizing high value client bases, broken down by regional and financial demographics.
- Followed regulation compliance, identified appropriate procedures and contributed to collaborative efforts for increased efficiency and productivity.
- Maintained effective relationships through client communications, optimizing and prioritizing data strategies to reach audiences more effectively

PORTFOLIO PROJECTS

- A hypothetical Analysis of a new movie studio ("Microsoft Studios" in this case), looking for insight into profit and rating relationships based on genre
- A real estate company (Elodin realty) is hoping to predict the appreciation of their assets, and identify key zip codes that have high potential returns
- An in depth Analysis of renewable energy by source
- A new streaming service would like to understand their prospective customer base