

# MARIANNA CARINI

Valencia, CA | (916) 524-6994 | [mcarini@uci.edu](mailto:mcarini@uci.edu) | [linkedin.com/in/marianna-carini](https://www.linkedin.com/in/marianna-carini)

## EDUCATION

**University of California, Paul Merage School of Business, Irvine, CA** **06/2021**

Master of Science in Business Analytics

**GPA:** 3.95, Beta Gamma Sigma

**Relevant coursework:** Adv. Machine Learning, Forecasting, Natural Language Processing

**California Polytechnic State University, San Luis Obispo, CA** **03/2016**

Bachelor of Mathematics

**Relevant coursework:** Combinatorics, Linear Programming, Algorithm Design, Optimization

## EXPERIENCE

**Anaheim Ducks Hockey Club, Anaheim, CA**

**Business Intelligence Associate Intern**

**Summer 2021**

Continuation of my UCI capstone project to uncover insights into customer buying behavior

- Establish data-driven customer segmentation resulting in a new target customer group
- Discover drivers towards Ducks ticket sales which has opened discussions towards a shift in marketing strategy from previous approaches
- Investigate relationship between Ducks customers and ancillary businesses to potentially influence structure of ancillary businesses and subsequently increase sales

**Eaton Aerospace Group, Irvine, CA**

**Business Analyst**

**Mar 2017- Dec 2020**

Partner with leadership team to deliver comprehensive analytics and dashboards which provide insight on business performance to a cross-functional team of 250 employees

- Establish model to measure market share of Aftermarket products and subsequent forecast model which held an 78% accuracy rating at the monthly level and 89% at the annual level
- Developed and maintain database for 500k products which allows Eaton visibility to end-use applications, develop marketing strategies, and list engineering portfolio to users
- Cultivated KPIs to assess the success of Eaton's quotes and provide insights to quoting process which increased conversion rate by 30%
- Promote healthy workplace activities as the Corporate Wellness Chair which has increased morale, office camaraderie, and saved up to 274 lives with blood donations

**Sales Development Program**

**Jul 2016- Mar 2017**

Supported various analytics requirements for Market Research, Business Analytics, and New Product Development teams

- Member of project team that migrated financial reporting system from Cognos to OBIEE resulting in the automation of 14 regular reports and an estimated time-savings of 110 hours per month
- Developed product management dashboard to aid new product development campaigns and make the management process more efficient
- Managed international team of data cleansers to manually extract data from engineering documents which allowed for advanced analytics

## SKILLS

**Strengths:** Strategic thinking, self-motivation, collaboration with diverse teams

**Technical:** R, Python, SQL, Tableau, PowerBI, Alteryx, Microsoft Office