

# Mardoqueo (Marc) Arteaga

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in MMArteaga

## SKILLS & PERSONAL INFORMATION

- **Statistics/Econometrics:** Economic Analysis, Time Series Forecasting, Econometric Modeling, Data Collection and Visualization, Statistical Testing, Regression Analysis
- **Competencies:** Analytic writing, storytelling and public speaking, editing, project management, intrapreneurship
- **Software Proficiencies:** Advanced: R, Excel. Intermediate: MATLAB, Python, Tableau, SQL.
- **Languages:** Spanish, English

## PROFESSIONAL EXPERIENCE

### KPMG

**New York, NY**

*Summer Associate, Economic & Valuation Services*

June - August 2022

- Balanced multiple workstreams and engagements that include transfer pricing economics and quantitative consulting services in the areas covering IRS Code Section 482, intellectual property valuation, shareholder loan and debt capacity analysis, real estate investment trusts (REITs), and internal reviews of deliverable reports
- Engaged and assisted with the Washington National Tax technical team on a financial transactions survey report and a write up on prepayment uncertainty and option adjusted spreads

### Central Bank of Chile

**Santiago, Chile**

*Visiting PhD Researcher, Monetary Policy Division*

August - March 2022

- Developed a term structure model with a novel international one-directional spillover shock to estimate shadow rates during a low interest environment with a binding lower bound, building the structural model in MATLAB
- Collaborated with two senior economists in the Central Bank on a research paper to better inform yield curve modeling in small open economies

### REEF Technology

**Miami, FL**

*Economist/Data Consultant, Growth Marketing*

June - August 2021

- Estimated potential ROI/Sales Improvement based on spending levels through econometric modeling and forecasting in R, then optimized sales promotions to maximize sales lift at a portfolio level
- Quantified marketing spend impact from 5 MSP channels for over 30 client brand marketing revenues, extracting correlations and marginal contributions to bottom-lines
- Led 4 presentations in data analytics to Growth Marketing and Brand Vice Presidents, and conducted interviews for data analysts as Job Administrator to expand the analytics practice for the company

### DiMassimo Goldstein

**New York, NY**

*PhD Intern, Marketing Science & Predictive Analytics*

September - December 2019

- Built and managed an interactive marketing product designed to assess brand growth opportunities and competing markets performance using regression analysis after collecting data (KPIs: paid/ organic media, web navigation, and multi-step conversion)
- Facilitated analytics presentations with Sales Team for 3 companies, presenting data-insights and visualizations that resulted in closing a major sale of over \$100K with new business

### TIAA

**New York, NY**

*Summer Analyst & Consultant, Macroeconomic & Country Risk*

June - December 2017, August 2018

- Presented 3 pitch decks on emerging market financial risks, climate change implications for central banking and financial markets, and an asset class outlook meta dashboard indicator in Python
- Edited a Potential Capital at Risk plan for tightened regulation, including tail-risk event scenario used in stress testing

## EDUCATION

### Fordham University - Graduate School of Arts & Sciences

**New York, NY**

*Ph.D., Economics (Coursework completed, Student Council President)*

Expected 2023

*M.A., Economics (summa cum laude)*

February 2020

### Columbia University

**New York, NY**

*Visiting Ph.D. Student (Macro-Finance)*

2021

### Montclair State University

**Montclair, NJ**

*B.A., Economics & Mathematics (magna cum laude, Convocation speaker)*

2018