Marco Principe

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WORK EXPERIENCE

Accenture, Analyst   **Toronto, ON**
December 2022 – Present

- Developed and executed targeted digital marketing strategies to align solutions with client business goals, resulting in a 50% decrease in onboarding time and a quarterly SSG increase of 20%.
- Analyzed market trends and customer insights to identify new partnership opportunities and direct business development strategies to create and present comprehensive partnership proposals to clients, including budget and ROI projections
- Piloted advertising consulting project for 70+ direct clients, achieving an average customer satisfaction score of 4.8/5, driving a quarterly revenue growth increase of 50%

Otter, Account Executive   **Toronto, ON**
April 2022 – September 2022

- Performed 9000+ cold calls,
- Generated over $8400 MRR, total revenue ~ $16,000
- Working closely with existing clients to uncover potential area of service expansion

Royal Lepage Citizen Realty, Sales Representative   **Toronto, ON**
December 2020 – December 2022

- Reduced clients purchase price by ~15% when representing the buyer
- 500+ Doors knocked representing brokerage team, generating high quality leads for lead broker
- Pre-construction sales center experience, over 50 million in sales volume

PROJECT EXPERIENCE

Pinterest (Accenture), Account Manager   **Toronto, ON**
December 2022 – Present

- Manage executive relationships with media agencies & advertisers, build trust through consultative approach, driving an increase in marketing campaign activations by 30% and retention rate of 70%.

- Advocate strategic media plans & creative strategies that exceed internal benchmarks to enable a 30% growth in value delivered to advertisers; Track, analyze, and report KPIs and propose strategic campaign optimizations utilizing Tableau data sources and dashboards.

- Organize onboarding process for 20+ net new clients per quarter, resulting in 25% faster activation timelines and growing Pinterest CA baseline revenue.

T20 World Cup Cricket Data Analytics   **Toronto, ON**
February 2022 – Present

- Performed data analytics on T20 world cup cricket (2022) data to build a team of top 11 players
- Used **Python**, **Pandas** and **Jupyter Notebook** for **data transformation** and **data cleaning**
- Used **Matplotlib** and **Seaborn** for data visualization and preliminary insights
- Built an interactive dashboard using **Power BI** to generate insights on the best 11 players
- Built an interactive dashboard using **Power BI** to generate insights on the best 11 players. Inside Power BI, **Power Query** was used for further data transformation and **DAX** for parameter building

NFL Rushing Statistics   **Toronto, ON**
February 2022 – Present
- Used **web scraping** to scrap Rushing statistics for all skill positions from profootballfocus website
- Used **Python**, **Pandas** for **data cleaning**
- Used **Matplotlib** and **Seaborn** for data visualization and preliminary insights
- Included user input handling to allow the ability for the user to input and dynamically filter data based on selection
- Used **Streamlit** to create an interactive web application and deployed it to hosting service

EDUCATION

- **St. Joan of Arc Catholic High School**, *Graduated, June 2015*

SKILLS & CERTIFICATIONS
- Course Era: Excel Skills for Business
- Microsoft Office, Salesforce, Tableau, Google Ads, CRM, Salesloft
- Python, SQL, Power BI
- Trade Desk Edge Academy: Data Driven Planning
- Trade Desk Edge Academy: Marketing Foundations
- Trade Desk Edge Academy: Executive Program