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%

**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
* Wrote python scripts to score leads based on their likelihood to convert

**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
* [Dashboard](https://app.powerbi.com/groups/me/reports/e44ca005-99b7-439d-95b8-adbc03683a59/ReportSection)

**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
* Linked on Github

**4 Sheet Financial Model on Excel****Toronto, ON**

*March 2022 – Present*

* Conducted thorough financial analysis and forecasting
* Ensured accuracy and reliability of the model by verifying data input and building in error-checking mechanisms
* Connected Income Statement, CapEx/Depreciation, Cashflow and Balance Sheet to create and comprehensive financial model

**EDUCATION**

**St Joan of Arc High School** (Graduated 2015)

**SKILLS & CERTIFICATIONS**

* [Course Era: Excel Skills for Business](file:///C:\Users\matsu\Downloads\Coursera%20CVRRE7CGSZ9A.pdf) (***VLOOKUP, Pivot Tables, Conditional Formatting***)
* MS Office, Salesforce, Tableau, Google Ads, Modeling, Data Analysis
* Python, SQL, Power BI
* [Trade Desk Edge Academy: Data Driven Planning](https://www.credly.com/badges/c0745b5b-bdca-4351-baf9-b667691a516c/public_url)
* [Trade Desk Edge Academy: Marketing Foundations](https://www.credly.com/badges/d3673f24-e528-48b7-ac0b-9e24bab28c7b/public_url)
* [Trade Desk Edge Academy: Executive Program](https://www.credly.com/badges/be6dd493-e2df-4148-b2e1-f13103ba316d/public_url)