**Thiago Marcondes**

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**Summary**

Brazilian, 31 years old, with a bachelor's degree in Business Administration, and 6+ years’ experience working for the largest e-commerce platform in Brazil. There, I was responsible for designated product categories, planning sales, negotiating with vendors, managing inventory, leading data-driven analysis, and analyzing KPIs. Now, I am pursuing a master’s degree in Business Analytics, learning tools such as Tableau, Python, SQL, and R, to master the ability to analyze and display data in the most informative way. Also, refreshing statistical concepts to explore data in a clever and more optimal way, and learning new analysis techniques and models, e.g., text analytics, data optimization, and predictive models.

**Education**

**Master of Science in Business Analytics (MSBA)** Expected Aug 2020

Hult International Business School | San Francisco, CA

* Relevant courses: Data Analytics, Text Analytics, Machine Learning, Data Visualization

**Bachelor’s in Business Administration (BA)** December 2012

Pontifical Catholic University of Rio de Janeiro | Rio de Janeiro, Brazil

**Relevant Skills**

Business Analysis, Data Analysis, Vendor Management, Marketing Analysis, Forecasting, Product Management, Python, R, SQL, Tableau, Google BigQuery, Google Data Studio, Google Analytics, Adobe Analytics, Power BI

**Experience**

**Product Coordinator | B2W Digital May 2017 – Aug 2019**

managed first and third-party sales in designated product categories: Cool Stuff, Cameras & Drones, IT Accessories, PC Gaming, Consoles & Games and Laptops.

Collaborated with cross-functional teams, such as UX, marketing, CRM, IT, and intelligence teams to unlock and implement new strategies for the product category growth. Developed a relationship with vendors and created comprehensive marketing campaigns. Evaluated product performance and competitiveness, measuring ROI, and tracking KPIs. Fostered an environment of collaboration, engagement, and high performance, while mentoring analysts. Analyzed reports and dashboards to track performance, getting actionable business insights.

* Managed 1,000+ vendors and 10,000+ items while managing each product category.
* Developed the IT Accessories category, securing a GMV growth of 80%+ in 2018.
* At the Consoles & Games category, planned the biggest single-day revenue since 2015.

**Buyer | B2W Digital Mar 2016 – May 2017**

Negotiated with vendors to maximize results, handling inventory management, and forecast generation. Worked cross-functionally with other departments, such as marketing, business intelligence, operations, legal, and finance to achieve the given sales goals. Analyzed marketing and sales KPIs looking for opportunities to drive growth for the category. Monitored trends, ensured competitive prices, and maximized the assortment to obtain optimal category sales results.

* Collaborated for developing and growing iRobot sales in B2W, being their biggest national client in the launch in 2016.
* Managed the sales of 100k+ SD Card in 2017, stimulating with vendors the sales of SanDisk and Kingston.
* Negotiated with GoPro, being its biggest Brazilian online seller.

**Assistant Buyer | B2W Digital Mar 2016 – May 2017**

Planned daily sales strategies, created promotional strategies, negotiated marketing campaigns for the Sports & Outdoor category. Controlled product inventory seeking an optimal level, imputing new orders when necessary, and helped the buyer to negotiate with vendors to get the best conditions to achieve sales goals. Identified best-performing products to maximize revenue and profitability. Researched competition and monitored pricing strategy.

**Skills and Achievements**

**Languages:** Portuguese (native), English (proficient), Spanish (basic)

**Certifications:** Negotiation Certificate by Fundação Getulio Vargas (FGV); Python, R, and SQL courses on DataCamp