

Website

www.cesaremarconi.com

WORK EXPERIENCE

Business Analyst

Sep 2024 - Present

kmacconnect, New York City

- Utilize Tableau, SQL, and Excel for data analysis, extracting insights to drive decision-making.
- Implement innovative lead generation strategies to reach potential clients effectively.
- Delivered comprehensive business strategies by analyzing sales, financial, and marketing data campaigns.
- Strategic recommendations based on data analysis and market insights for ops efficiencies & sales growth.

Business Strategy Analyst

Sep 2023 - Present

FlyFlat, New York City, New York

- Conducting detailed sales analysis utilizing Tableau and Excel.
- Translating complex business requirements into actionable insights.
- Developing, monitored, and refined KPI reports.
- Playing a key role in driving process improvement initiatives.

Head of Business Development

Mar 2019 - Jan 2024

YWC Soccer, Genoa

- Directed operations and business growth for athletic scholarships, linking athletes with schools & athletics.
- Developed a strategy to acquire U.S. Soccer club partnerships, leading to growth and market expansion.
- Cultivated strategic partnerships to enhance the brand visibility and industry presence of YWC Soccer.

Business Analyst Intern

Oct 2021 - Jun 2022

Magniflex USA Ltd, Miami

- Analyzed marketing campaign data with Excel & Tableau to present to Senior Management.
- Drove social media engagement and growth through analytics.
- Reviewed sales performance for strategic insights.

EDUCATION AND QUALIFICATIONS

Master of Science, Business Analytics

Aug 2022 - Dec 2023

Baruch College, New York City, New York

GPA 3.50

Master of Business Administration, Marketing

Jan 2021 - Jun 2022

Barry University, Miami, FL

GPA 3.90, Men's Soccer, NCAA Division 2 Varsity Team

Bachelor of Arts, Psychology

Aug 2018 - Dec 2020

University of Maryland, Baltimore County, Baltimore, MD

GPA 3.93 - National College Athlete Honor Society, Arthur Ashe Jr. Sports Scholar

Men's Soccer, NCAA Division 1 Varsity Team, America East All-Conference Second Team

SKILLS

Microsoft Office

Expert

Python

Intermediate

Tableau

Skillful

SQL

Skillful

LANGUAGES

Italian

Native

English

Native

Spanish

Intermediate

French

Intermediate