**Thiago Marcondes**

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**Summary**

Brazilian with a bachelor's in Business Administration, and 6+ years’ experience working for the largest e-commerce platform in Brazil, managing product categories and sales in a scale of $100MM+ per year. Currently, a Business Analyst at Yvy Naturals, a startup with an innovative subscription business model in the household cleaning industry, where I perform analyzes to turn data into business insights. Also, pursuing a master’s in Business Analytics, refreshing statistical concepts, and developing skills in tools such as Python, SQL, and R, to master the ability to optimally analyze data.

**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
* Dean’s List Award

**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**

**Business Analyst | Yvy Naturals May 2020 – Present**

Yvy Naturals is a startup aiming to clean up the way people clean their homes. As a Business Analyst, I am extracting and manipulating datasets, and integrating data from different platforms to analyze performance through tools such as Google Analytics, Google Data Studio, and Shopify. Also, designing and developing intuitive and reliable dashboards and reports to analyze and monitor key customer and product metrics. Creating visual presentations to communicate performance to stakeholders. Lastly, on a project basis, performing ad hoc analyses, evaluating new growth initiatives and opportunities.

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

managed first and third-party sales in designated product categories. Collaborated with cross-functional teams, such as UX, internal marketing, and analytics teams to unlock and implement new strategies for the product category growth. Developed a relationship with vendors and created comprehensive marketing campaigns. Through BI platform and Adobe Analytics, analyzed reports and dashboards to track product performance and competitiveness, measuring ROI, and monitoring KPIs. Fostered an environment of collaboration, engagement, and high performance, while mentoring analysts.

* 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.
* Negotiated and handled responsibility for sales on a scale of $ 100MM+ per year.

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

Negotiated on a scale of $ 50MM+ per year with vendors to maximize results, handling inventory management, and forecasting. Worked cross-functionally with other teams 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.

**Assistant Buyer | B2W Digital Feb 2013 – Mar 2016**

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