

Lauren Cali

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EDUCATION

Baruch College/ CUNY, Zicklin School of Business, New York, NY

Expected May 2027

BBA in Marketing Analytics

Minors in Italian and Statistics

GPA: 3.5

Coursework: Foundations of Marketing, Consumer Behavior, Statistical Analysis for Economics and Finance, Computer Information Systems, Marketing Research, Advanced Digital Marketing, Marketing Analytics with Big Data

PROFESSIONAL SUMMARY

Marketing Analytics student with attention to detail, aiming to leverage my technical skills to land an internship to provide value and a new perspective to a marketing firm's strategy goals. Ability to collaborate with teams, manage projects, and analyze data to provide fresh insight into consumer behavior.

CERTIFICATIONS

Google Analytics 4 (GA4) Certification

August 2025

- Applied tracking based upon events to measure consumer user behavior in the form of conversions and engagement for websites and apps
- Analyzed traffic acquisition, consumer demographics, and lifecycle reports to optimize future e-commerce strategies
- Implemented custom events, goals, and conversions for campaign performance measurement

Forage Commonwealth Bank Introduction to Data Science

August 2025

- Sorted hundreds of tweets using Python from Commonwealth Bank's official X account from X's Developer Program into tables on Excel to extract consumer trends
- Delivered in creating data engineering pipelines to aggregate and extract valuable insights from datasets, streamlined data-driven decision-making
- Recommended up to 3 different solutions for customer service issues in relation to the brand's social media presence on X

PROJECTS

Food Attitudes in Consumer Behavior

August 2025 – December 2025

- Conducted 20+ in-depth interviews lasting at least one hour with up to 16 questions in relation to food preferences for marketing applications
- Synthesized data of interviewees into Excel charts, thus summarizing trends across 3 different consumer demographics
- Finalized compelling insights into how different segments of consumers engage with food on a cross-cultural scale

Apple Vision AI Glasses

December 2025

- Assessed Apple's potential launch of its glasses into the market by implementing a SWOT analysis and taking into account the 4 Ps of marketing
- Diagnosed potential struggles, including gaining market share in an oversaturated market and pricing strategy
- Investigated shortcomings of an AI-generated marketing plan and provided critiques

SKILLS & INTERESTS

Technical: Proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook), Adobe Creative Suite, Python, SQL, HTML, Tableau, Linear Regression Modelling, SAS Viya, Canva

Languages: Advanced in Italian

Interests: Content Creation, Fashion Campaigns, Media Analysis

WORK EXPERIENCE

West Shore Marina, Attendant, Huntington, NY

May 2022 – August 2025

- Analyzed and adjusted the levels of 4 chemicals in the pool by performing tests every 30 minutes with vials of water samples
- Recorded 100+ guests that entered the pool area each day, ensuring pool passes and assessing total pool usage
- Enforced 10+ rules of the pool and the Suffolk County health code daily