

# Mariana Murzi

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## EDUCATION

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| <b>Florida International University</b><br><i>Master of Science, Information Systems (AI specialization)</i>                                | <b>Miami, FL</b><br>Dec 2027       |
| <b>University of Texas at Austin, McCombs School of Business</b><br><i>Master of Science, Marketing and Analytics – GPA: 3.6</i>            | <b>Austin, TX</b><br>May 2023      |
| <b>University of Florida, Warrington College of Business</b><br><i>Bachelor of Science in Business Administration, Marketing – GPA: 3.3</i> | <b>Gainesville, FL</b><br>Dec 2020 |

## WORK EXPERIENCE

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| <b>Finanz Butik</b><br><i>Business Innovation &amp; Product Lead</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Miami, FL</b><br>Jan 2026 – Jul 2026  |
| <ul style="list-style-type: none"><li>Served as the strategic bridge between business and technology, translating organizational objectives into digital products and systems; directly managed the internal IT Manager and led an external development vendor team including UX/UI Designer, Tech Lead, and Developers.</li><li>Designed and implemented an end-to-end self-service investment platform (SSP), mapping the full client journey, leading UX/UI design, and coordinating development, enabling clients to invest fully online and significantly reducing operational processing time.</li><li>Redesigned Salesforce Lead and Account data architecture to establish full client traceability and unified investor profiles, improving data reliability and enabling richer analytics across Sales, Finance, and CX.</li><li>Automated distribution transaction workflows by migrating Excel-based processes into Salesforce-integrated n8n pipelines, increasing accuracy and reducing manual effort across Finance and Operations.</li><li>Partnered with executive leadership to align digital initiatives with business strategy, translating stakeholder priorities into product roadmaps and driving execution across internal and external teams.</li></ul> |                                          |
| <i>Growth Marketing Lead</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Feb 2025 – Jan 2026                      |
| <ul style="list-style-type: none"><li>Led user acquisition and growth strategies, managing external agencies and optimizing paid and organic marketing efforts to drive customer acquisition, activation, and retention.</li><li>Owned marketing operations, implementing automation workflows, refining CRM integrations, and collaborating cross-functionally with Product and Design to enhance user experience and conversion rates.</li><li>Served as Marketing Cloud internal manager, leveraging automation tools to execute personalized, data-driven in-platform communications, improving engagement and lifecycle marketing.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                          |
| <i>Marketing Analyst</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Aug 2023 – Feb 2025                      |
| <ul style="list-style-type: none"><li>Led multi-channel campaigns with Salesforce Marketing Cloud, Google Analytics and Meta Ads, using data-driven insights to boost lead acquisition and engagement while coordinating SEO strategies that increased website traffic from target markets.</li><li>Developed and executed a testing framework for automated Salesforce CRM/Marketing Cloud flows, leveraging A/B testing and email analytics to improve open rates and elevate engagement metrics supporting overall strategy.</li><li>Managed monthly webinars and product launch campaigns to onboard and educate investors, creating community-style experiences that built trust and deepened long-term engagement.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                          |
| <b>N3, Part of Accenture</b><br><i>Business Development Representative</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Remote</b><br>Apr 2021 – Mar 2022     |
| <ul style="list-style-type: none"><li>Converted small business leads into Uber Eats accounts through bilingual relationship building, strategic outreach, and tailored support, consistently exceeding KPIs while managing lead progress in Salesforce CRM.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                          |
| <b>Asana</b><br><i>Marketing Intelligence Capstone – Brand Intern</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Remote</b><br>Jan 2023 – May 2023     |
| <ul style="list-style-type: none"><li>Developed strategic recommendations for the brand marketing team to quantify long-term ROI and allocate budgets across performance and brand channels based on research of 25 B2B SaaS companies and expert interviews.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                          |
| <b>Jon Brumley Texas Venture Labs</b><br><i>Associate</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Austin, TX</b><br>Jan 2023 – May 2023 |
| <ul style="list-style-type: none"><li>Conducted customer interviews and market research to create a target segment and buyer persona for beauty startup.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                          |

## SKILLS & INTERESTS

**Languages & Certifications:** Bilingual English and Spanish; Digital Marketing at BrainStation; Growth Strategy at Kurios.

**AI, Automation & CRM:** Claude, ChatGPT, Gemini, n8n, Zapier, Salesforce, Marketing Cloud, DocuSign, Basecamp.

**Analytics & Tools:** GA4, Meta Ads, A/B Testing, MS Office, Google Drive, Canva, Wix, WordPress, Zoom, python.

**Product & Systems:** Product Operations, Process Design, UX/UI Coordination, Systems Analysis.