Emanuele Borroni

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EDUCATION

Questrom School of Business, Boston University, Boston, MA **January 2028**
Master of Science in Business Analytics
Relevant Coursework: Intro to Data Analytics using Python, Supervised Machine Learning, Storytelling with Data, Business Fundamentals for Analytics, Data Mining

University of South Florida, Tampa, FL **May 2026**
Bachelor of Science in Marketing
Honors: Cum Laude

WORK EXPERIENCE

Strategic Analytics Intern **August 2025 – May 2026**
USF Athletics **Tampa, FL**
- Analyzed 100+ social and digital metrics weekly to identify audience behavior and performance trends, informing content and marketing decisions
- Developed Tableau performance reports tracking views, impressions, engagement, and social value, presenting insights to the Head of Marketing and contributing to an 80% increase in engagement and 47% growth in digital reach
- Collaborated with athletes, staff, and stakeholders across NCAA Division I Athletics to support game-day operations and data-driven initiatives, contributing to a 25% increase in audience interaction

Marketing Intern **September 2025 – December 2025**
My Swag Site **Tampa, FL**
- Evaluated market trends and client needs to identify merchandise opportunities for businesses seeking customized products, helping increase client adoption and repeat orders by 15%
- Advised 150 business clients on customized merchandise orders, recommending products based on their needs, budget, quantity, and availability and contributing to a 20% increase in conversion and upsell rates
- Launched Porter Pelican, a Florida-themed sock brand, using customer insights to guide product development and reaching souvenir stores

Brand Strategy Intern **September 2025 - December 2025**
Chatelier **Amsterdam, The Netherlands**
- Developed influencer strategies for a luxury skincare brand, using audience and engagement data to target 500 creators and achieve a 30% collaboration rate
- Analyzed campaign performance across conversion rates, likes, engagement, and content results, creating reports that informed influencer and product decisions
- Coordinated product data and fulfillment across 50 influencer collaborations, tracking product IDs, shipments, and campaign activity to support accurate reporting and execution

ACADEMIC PROJECTS

Do Comics Mirror America? - *Boston University* **September 2026 - October 2026**
- Integrated and cleaned datasets of 15,000 Marvel and DC characters with U.S. Census and Bureau of Labor Statistics data using Python and Pandas in Google Colab
- Conducted correlation analysis and developed visualizations using Matplotlib and Seaborn to examine relationships between character representation and historical U.S. demographic and workforce trends

LEADERSHIP EXPERIENCE

Delta Sigma Pi **Tampa, FL**
Vice President **May 2025 – December 2025**
- Managed recruitment and event operations for 300 prospects and 90 members, supporting 20% membership growth and increasing attendance by 20%

Vice President of Marketing **April 2024 – December 2024**
- Led a 6-member marketing team across digital campaigns, using audience insights to generate 50K impressions and increase engagement by 3,900%

SKILLS AND ADDITIONAL INFORMATION

Competencies: Python (Pandas), SQL, Tableau, Power BI, Microsoft Office Suite, Excel, GitHub
Languages: Italian, Spanish
Interests: Consumer Insights, Technology, Media & Entertainment, Fashion & Luxury, Travel, Music