

Konstantin Antonovich, MBA

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SUMMARY: Hybrid business-tech leader with an MBA and MAS-CS at UPenn. Drove AI adoption and global ops at IBM and Google Ads, delivering 12% cost savings and scaling multiple international teams. Translate complex customer needs into scalable roadmaps bridging engineering, marketing, and strategy. Proficient in Python, SQL, and cloud - now expanding into autonomous systems and AI/ML deployment at scale.

EDUCATION

University of Pennsylvania (Philadelphia, PA) <i>Master of Applied Science in Computer Science</i>	Expected: 2027
Santa Clara University (Santa Clara, CA) <i>Master of Business Administration, Concentration in Marketing</i>	June 2024
University of California, Berkeley (Berkeley, CA) <i>Bachelor of Arts in Economics and Political Science, Concentration in International Relations</i>	May 2019

RELEVANT EXPERIENCE

IBM <i>Business Technology Leader Internship + Co-Op</i>	June 2023 - December 2024 Brookhaven, GA
➤ Led product discovery and orchestrated POCs, POTs, and MVPs to translate customer needs into product requirements/user stories, achieving 12% post-deployment cost savings for Bradesco Bank ➤ Leveraged advanced analytics and process optimization to accelerate digital transformation, boost executive reporting efficiency, and turn customer insights into go-to-market roadmaps that improved IBM WatsonX user experience and operations ➤ Partnered with global cross-functional teams (technical, delivery, marketing) using Agile to design, test, and refine workflows, reducing project turnaround time by 25%; completed 20+ certifications in Agile, Cloud, Data, AI, and Security ➤ Assisted presales leadership with drafting five strategic decks, while supporting Sales Executives with discovery and demo, quote approvals, account research, and targeted business development and event outreach for key Americas clients	
Google Ads (contracted via VacoSF) <i>Project Lead</i>	January 2022 - May 2023 Mountain View, CA
➤ Built prioritization models for localization operations while managing multinational global teams across Search Ads programs ➤ Optimized workflows, OKRs, KPI tracking, coaching, and performance reviews to reduce project risk by 13% ➤ Maintained 95%+ quality team accuracy and cultural fit for Google Ads content across local and international markets through recurring weekly refreshers ➤ Partnered with leadership and cross-functional stakeholders on scalable improvements in AI-assisted ad creation, while interviewing, onboarding, and mentoring 30+ new hires	
YouTube Kids (contracted via VacoSF) <i>Content Programming Specialist</i>	April 2021 - December 2021 San Bruno, CA
➤ Spearheaded AI-enabled localization and content quality initiatives with cross-functional global teams, helping improve subtitle quality and user experience for kids' profiles supporting 30M+ weekly viewers ➤ Contributed to data-informed content and recommendation initiatives by translating user insights into operational requirements that supported more personalized digital experiences ➤ Improved review, safety, and operational workflows through process simplification, automation support, and cross-functional coordination, helping reduce turnaround time by 30% across global programs	

ADDITIONAL QUALIFICATIONS

- **Technology, Analytics & Core CS:** PostgreSQL, HTML/CSS, Data Structures, Algorithms, Object-Oriented Programming, Recursion, Sorting/Searching, Big-O Analysis, Unit Testing (PyTest/JUnit), Debugging, Scrum, Figma, Notion, CI/CD, Software Design Patterns, LaTeX, Tableau, Advanced Google Sheets, KPI tracking
- **Computer Languages:** Python, Java, C, C++, SQL, JavaScript, Assembly
- **Automation & Operations:** Marketing automation user journeys, lead nurturing & lead scoring, email campaigns, webinars & gated content, A/B testing familiarity, online acquisition optimization, Project Management & Agile Methodologies Fundamentals
- **Collaboration, Tools & AI:** Enterprise Design Thinking, stakeholder communication (email, Slack, Webex, Zoom), Salesforce CRM, Salesloft, LinkedIn SN, prospecting & BANT-style qualification, Cloud (AWS, Google Cloud, Azure), AI & GenAI
- **Natural Language Proficiency:** Fluent in Belarusian & Russian, Intermediate Spanish & Polish, Basic Hebrew & Italian