

Melissa Martinelli Marini

Miami, FL, 33174 | +1 (352) 978-2584 | mmart1110@fiu.edu | [linkedin.com/in/melissamartinellimarini/](https://www.linkedin.com/in/melissamartinellimarini/)

EDUCATION

Florida International University - Honors College

August 2027

Bachelor of Business Administration in Business Analytics and Artificial Intelligence – Second Major Finance | GPA: 3.87 / 4.0

Awards | Gold & Blue Merit Scholarship; FIU Dean's List: Fall 2024 - Present

PROFESSIONAL EXPERIENCE

H&CO

May 2026 – July 2026

Global Business Services Intern

Coconut Grove, FL

- Developed HubSpot workflow automations to assign support tickets and trigger follow-up reminders, reducing the volume of open tickets by 50%.
- Built an AI prompt for automated LiveChat escalation, reducing average response time to under 5 minutes.
- Executed the technical integration of a project management platform (PSOHub) during a company acquisition, enabling the PM team to complete the transition on schedule.
- Led the end-to-end integration of WhatsApp Business into HubSpot, enabling the LATAM team to communicate with clients through WhatsApp for the first time.

Career and Talent Development at Florida International University

March 2025 - Present

Office Specialist

Miami, FL

- Coordinate biannual career fairs with 1,000+ attendees, strengthening employer-student connections and utilizing Handshake for targeted job matching.
- Support daily office operations by handling data entry, assisting 5,000+ students, resolving 800+ account holds, providing guidance on career resources, distributing mail, and delivering responsive customer service.
- Assist in organizing 100+ events, managing setup, materials, and tech coordination to ensure seamless execution.

Extern, PwC

April 2025 - July 2025

Consulting Extern

Remote

- Constructed strategic recommendations by conducting analysis of operational issues and financial data for non-profits.
- Executed benchmarking and market research on 10+ peer non-profits to evaluate funding opportunities, competitive positioning, and long-term sustainability.
- Delivered a data-driven presentation using Power BI dashboards and Excel models, outlining 5 key best practices from top-performing organizations and proposing actionable strategies to enhance the organizational efficiency and impact.

Marply

May 2024 - August 2024

Corporate Finance Intern

Paraná, Brazil

- Conducted liquidity planning and cash flow management of \$800K+ across international subsidiaries, optimizing capital allocation for vendor operations and cross-border transactions.
- Managed daily FX spot conversions of USD receivables, monitoring intraday USD/BRL fluctuations to capture favorable rates, while mitigating both currency risk and transaction cost risk (IOF), enhancing liquidity.
- Implemented a purchase order approval and tracking process within an ERP system, using Power BI dashboards for visibility into booking-number requests, streamlining approvals and improving working capital management.

PROFESSIONAL DEVELOPMENT & LEADERSHIP EXPERIENCE

Brazil Conference 2026

October 2025 – April 2026

Fundraising Analyst

Boston, MA

- Support the fundraising team in developing and presenting sponsorship proposals, contributing to the expansion of the partner portfolio and ensuring financial commitments are aligned with strategic objectives.
- Assist in the execution of sponsor deliverables by tracking ROI, preparing post-event performance reports, and reinforcing partner relationships to secure long-term funding opportunities.

Harvard Business School

October 2025 - November 2025

Certificate in Alternative Investments

Remote

- Gained proficiency in alternative asset valuation by applying the LBO model to determine equity returns in buyouts and utilizing Income Capitalization and Discounted Cash Flow (DCF) methods to value real estate assets based on projected cash flows.
- Developed a framework for due diligence and manager selection, analyzing the nuances of Private Debt (distress and rescue financing) and the mechanics of the J-Curve to optimize capital deployment across primary and secondary markets.

ALPFA FIU (Association of Latino Professionals For America)

June 2025 - December 2025

Social Media Analyst (E-Board)

Miami, FL

- Managed ALPFA FIU's LinkedIn presence for a community of 200+ members by creating content, engaging with users, and coordinating updates with 12+ corporate partners each semester to strengthen collaboration and attract new opportunities.
- Analyzed social media performance using Metricool and other analytics tools to design data-driven strategies that improve post reach and increase engagement with both students and corporate sponsors.

SKILLS

Languages: Portuguese (Native), English (Fluent), Spanish (Intermediate)

Skills: Proficient in Microsoft Office Suite, Power BI, Python (Basic), Handshake, Canva Design, Generative AI and Agentic Systems, Project Management, HubSpot, Workflow Automation, Applied Improv