

Fareid A. Tatanaki

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Rider University – Norm Brodsky College of Business, Lawrenceville, NJ

Bachelor of Science in Business Administration, May 2029

Majors: Accounting & Business Data Analytics

GPA: 3.89 | Accounting GPA: 4.0

Anticipated completion of 150 credits for CPA license: May 2029

PROFESSIONAL EXPERIENCE

Alpine Painting & Sandblasting Contractors, Paterson, NJ

Marketing Coordinator Intern | Operations & Analytics, July 2026 – Present

- Improve cross-functional workflows across Procore and SharePoint by standardizing field-to-office processes and creating field guides, flyers, and a QR-based submission tool
- Support sales operations through HubSpot workflow design, customer segmentation, and process recommendations to improve outreach consistency
- Track KPIs across multiple marketing channels and synthesize competitive research into reports for senior leadership
- Visit active job sites to document conditions, flag priority locations for content capture, and coordinate with field crews and marketing partners

Rider University, Lawrenceville, NJ

OIT Student Assistant | IT Support, March 2026 – Present

- Resolve 30+ tickets weekly in ServiceNow covering hardware, software, printing, and network issues across Windows and macOS for 4,000+ students, faculty, and staff, translating technical resolutions into guidance for non-technical users

Springpoint Senior Living, Montgomery, NJ

Healthcare Administrative Assistant, December 2025 – Present

- Serve as first point of contact for a 250+ resident senior living community, managing 50+ daily check-ins and directing high-volume calls across nursing and administrative teams

PROJECTS

FP&A Budget Variance Dashboard, Independent Excel Project, May 2026

- Built an Excel dashboard using SUMIFS, XLOOKUP, IF logic, and PivotTables to track 55 transactions across 7 spending categories against a simulated \$50,000 budget, scaling up the reconciliation and cost tracking work I ran for ZINO, calculating dollar and percentage variances, flagging top cost drivers, and producing a year-end forecast projecting \$52,700 in spending, approximately 5% over budget

Business in Action, Rider University

Chief Operations Officer, ZINO, Spring 2026

- Managed the financial, accounting, and operational side of a semester-long student-run business, overseeing budget, costs, and deliveries, and performing the end-of-semester reconciliation by verifying all transactions and returning remaining funds to the program

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Treasurer & Incoming President, Muslim Student Association, September 2025 – Present

- Manage and allocate the organization budget, overseeing expenditures, reimbursements, and financial planning

Bristol Myers Squibb – Explorer Day Participant (One-Day Externship), June 2026

- Selected for a corporate externship day, gaining direct exposure to business functions at a Fortune 500 company

SKILLS

Technical: Microsoft Excel (PivotTables, VLOOKUP, XLOOKUP, SUMIFS, charts & dashboards), Data Analysis, Data Visualization

Software: Microsoft Office (Word, Excel, PowerPoint), Google Suite, ServiceNow, HubSpot, Procore

Languages: English (Fluent), Arabic (Fluent)