

CARLOS MORENO HENAO

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BILINGUAL EN/ES · U.S. CITIZEN · BUSINESS MANAGEMENT & MARKETING MAJOR

PROFESSIONAL SUMMARY

Hybrid Data & Marketing professional graduating with a 3.5 GPA from Quincy University. Combines hands-on experience in predictive modeling, customer segmentation, and ROI analysis (Python · SQL · Tableau) with multi-channel marketing execution and brand strategy across the Adobe and Meta/Google ecosystems. Founder of GSX Group — an international student-athlete recruitment agency built from the ground up. NCAA Division II student-athlete with proven leadership under pressure. Currently exploring applied AI for analytics and creative workflows.

EDUCATION

B.S. in Business Management & Marketing — Quincy University, Quincy, IL Expected May 2026

- **GPA:** 3.5 / 4.0 — Dean's List for Academic Excellence
- **Focus:** Data Analytics, Business Strategy, Operations Management

SELECTED DATA & ANALYTICS PROJECTS

Credit Risk & Loan Default Prediction Python · Scikit-Learn · 2026

- Built a logistic regression model optimized for **recall**, increasing detection of toxic loans from **27% to 71%** — translating to potential savings in millions of bad debt.
- Translated complex statistical findings into actionable risk management recommendations for executive review.

E-commerce Customer Segmentation — RFM Analysis Python · Pandas · SQL · 2026

- Segmented a 400K+ transaction dataset using Recency-Frequency-Monetary methodology, identifying **647 Champions** and **700 At-Risk** customers.
- Delivered a 20% targeted retention strategy and synthesized findings into board-level Tableau dashboards.

Digital Marketing Profitability Dashboard Tableau · 2026

- Audited **8,000+ campaign records** to engineer financial KPIs (Net Profit, ROI) and identify the Referral channel as the top revenue driver — generating **\$14.1M in net profit** with 162.9% ROI.
- Delivered a data-driven recommendation to reallocate 15% of underperforming social ad budgets toward high-yield loyalty programs.

A/B Testing — Campaign Conversion Analysis Excel · Hypothesis Testing

- Conducted hypothesis testing across **335,273 visitors**, demonstrating that the proposed test variant *decreased* conversion 9.83% → 8.64% ($Z = -11.84$, $p < 0.001$ — statistically significant).

PROFESSIONAL EXPERIENCE

Founder · Operations & Marketing Lead — GSX Group Jan 2022 — Present

- **Market Building:** Identified an underserved gap in the international student-athlete recruitment market and built a complete operational structure from scratch.
- **Data & Reporting:** Built automated Tableau and Excel dashboards to track business growth, pipeline activity, and KPIs across multiple service lines.
- **Brand & Campaigns:** Led digital marketing and PR strategies across Instagram and TikTok to build elite personal brand presences for international athletic talent.
- **Stakeholder Engagement:** Continuously presented value propositions and growth metrics to academic partners, university coaches, and external stakeholders.
- **Creative Production:** Designed pitch decks, promotional materials, and client deliverables using Canva and Adobe Creative Suite.

Digital Content Creator & Video Strategist — Quincy University Media Aug 2022 — May 2024

- Produced and edited fast-paced digital assets (Reels, TikToks, Shorts) for live university sporting events, prioritizing strong visual hooks and audience engagement.
- Coordinated with the media department on content preparation, filming logistics, and asset organization in a high-speed live-event environment.

ATHLETIC LEADERSHIP

NCAA Division II Student-Athlete · Men's Soccer (#5, Midfielder) — Quincy University Aug 2022 — May 2026

- **2025 Senior Season:** Started all 18 matches; led the team in goals (8), points (19), shots (37), and shots on goal (19). Ranked 2nd in the GLVC for goals and 3rd for points.
- **GLVC Third Team All-Conference (2025) · GLVC Offensive Player of the Week (Sept 8, 2025).**
- Successfully balance a 20+ hour/week athletic schedule with top-tier academic performance — demonstrating discipline, time

management, and performance under pressure.

CORE COMPETENCIES

DATA & ANALYTICS

Python · Pandas · NumPy · Scikit-Learn · SQL · PostgreSQL · Tableau · Advanced Excel · Predictive Modeling · RFM & Segmentation · A/B Testing · KPI Design · Dashboard Automation

MARKETING & BRAND

Meta Ads · Google Ads · GA4 · HubSpot · Adobe Creative Suite (Premiere, Photoshop, Illustrator) · Canva · Multi-channel Campaigns · ROI Analysis · Content Strategy · Copywriting · Brand Positioning · B2B & B2C

AI · OPERATIONS · SOFT SKILLS

Claude · ChatGPT · Prompt Engineering · AI Video · Zapier · No/Low-Code Workflows · Stakeholder Presentation · Cross-Functional Leadership · Bilingual EN/ES Communication · Self-Directed Execution