

MARCELO SEIJAS

m.seijas01@gmail.com ◇ +31 642929276 ◇ Rotterdam ◇ LinkedIn ◇ GitHub

PROFESSIONAL SUMMARY

Data-driven professional with a Master's in Data Science and Marketing Analytics, specializing in stakeholder and partner management. With extensive experience in client enablement and operational efficiency, I excel at bridging the gap between business and technical teams to deliver data-driven insights and strategic recommendations. Passionate about leveraging quantitative research and advanced analytics, I am eager to transition into a hybrid role blending technical problem-solving and customer enablement, particularly in fast-paced tech environments.

PROFESSIONAL EXPERIENCE

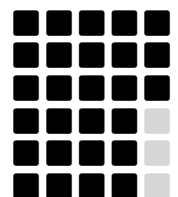
- Workiva** Amsterdam, Netherlands
Content Integration Consultant 01/2023 – Present
 - Supported the onboarding and technical enablement of major consulting partners, including Big Four firms, by clarifying requirements and optimizing workflows.
 - Contributed to the development of training resources and implementation best practices to streamline partner adoption of cloud-based reporting solutions.
 - Acted as a bridge between customer-facing teams and product/engineering by identifying integration pain points and proposing improvements.
- Workiva** Amsterdam, Netherlands
Client Onboarding Associate 09/2021 – 12/2022
 - Managed implementation timelines and user training for clients integrating reporting software across compliance workflows.
 - Created custom technical guides and documentation tailored to different user roles, reducing setup errors and improving adoption rates.
 - Troubleshooted user-reported issues and collaborated with engineering to ensure long-term fixes.
- Workiva** Amsterdam, Netherlands
Financial Reporting Intern 05/2021 – 09/2021
 - Assisted with internal and client-facing report structuring, focused on accuracy and timeliness of financial disclosures.
- Nationale-Nederland IP** Den Haag, Netherlands
Investment Reporting & Performance Intern 01/2020 – 07/2020
 - Automated repetitive reporting processes and maintained financial performance dashboards.

EDUCATION

- Erasmus University Rotterdam** Rotterdam, Netherlands
MSc in Data Science & Marketing Analytics 09/2023 – 10/2024
Thesis: Using text analytics and predictive modeling to analyze experimental reviews—focused on pipeline deployment and model evaluation.
- Erasmus University Rotterdam** Rotterdam, Netherlands
BSc in Economics & Business Economics 08/2016 – 06/2020

TECHNICAL SKILLS

Python (pandas, NumPy, Matplotlib)
SQL & Relational Databases
ETL Pipelines & Automation
Machine Learning (scikit-learn)
Dashboarding & Reporting (Jupyter, Seaborn)
Git & Collaboration Tools



CERTIFICATIONS & LANGUAGES

- Python for Data Science; Pandas Mastery; Intro to Machine Learning (Coursera)
- English (Fluent); Spanish (Native); Dutch (B1)