

INES CERDAN, MSc

San Francisco, California

INESCERDAN.COM

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An ambitious Chief of Staff with a proven track record for providing reliable business expertise, analysis, and program delivery. An innovator who excels in the challenge of developing, defining, and delivering accurate solutions for difficult situations, leveraging disruptive technologies, product development, and business analysis. A well-rounded and reliable leader with outstanding interpersonal and communication skills, driven to develop and advance the strategic optimization and delivery of program priorities in an engaging and productive environment.

CORE SKILLS AND KNOWLEDGE

Leadership, Program Owner and Manager	Troubleshooting and Optimization	Python, R, SQL, Sagemaker, Tableau
Data Science, Operations, Solution Engineering	International and remote team	Jira, Confluence, Github, GCP, AWS
Methodology, Management, OKR, KPI	SaaS, B2B, B2C, Fortune 2000	Zendesk Support, Product Board
Planning, Scheduling, and Prioritizing	Product and application design	CRM: Salesforce, Hubspot, Zoho
Alignment, Coordination and Collaboration	Forecasting, NLP, Visualization	French, English, Spanish, Italian

EXPERIENCE

VECTICE, SAN FRANCISCO, CALIFORNIA

MAY 2021 – PRESENT

CHIEF OF STAFF AND BUSINESS ANALYTICS to CEO

- Provide cross-functional and cross-country management - CTO, CFO, three managers, and general oversight of 30+ employees
- Establish, review, and recommend adjustments to contracts, policies and procedures, mission objectives, and organizational design as needed to eliminate work problems or barriers to accomplishing mission.
- Plan, direct and monitor key company initiatives and resources on behalf of the CEO

IMPACT BUSINESS DEVELOPMENT CONSULTING LLC, NEW YORK CITY, NEW YORK 2021

FEBRUARY 2021 – APRIL

MARKETING ANALYST

- Performed market and customer data analysis to derive insight and to develop tailored marketing strategies - closing 6 customer deals.
- Planned the operations and organization of 3 live events including interactive workshops and webinars, resulting in a 95% attendance rate out of 100 guests.

FLEXIBLE PACK, BOSTON, MASSACHUSETTS

MAY 2020 – AUGUST 2020

MARKETING ANALYST

- Generated 3 business deals by leveraging customer data and prior purchasing behaviors to identify recurring purchase needs.
- Increased lead generation by 90% by creating a social media content and blog plan to promote company expertise.
- Prepared monthly analytical reports to compare and forecast current and past company and product performances

IXL CENTER, BOSTON, MASSACHUSETTS, USA

MAY 2020 – JULY 2021

CONSULTANT ANALYST - VOLONTEER

- Managed 2 team of 3 consultants to assist 2 minority-owned small businesses to strategically restart work and operations safely and in the wake of COVID-19
- Enhanced consulting experience, completed Management Consulting Institute exam and the Beyond six feet apart program

OctoTravel, Monaco, MONACO

June 2019 – February 2020

Founder & CEO

- Founded Startup which focuses on offering tailored linguistic travels using Artificial Intelligence and Machine Learning to predict their preference and needs.
- Formulated the company's vision, goals and objectives; hired and trained 4 new employees
- Participated in all aspects of business development from market research and finance to operations and marketing, ensuring that the company's vision was followed.
- Won the 2019 Startup Weekend Monaco and raised 20,000 euros to assist in the initial business development

HOME LANGUAGE INTERNATIONAL, MONACO, MONACO

MAY 2018 – SEPTEMBER 2018

BUSINESS ANALYST

- Developed information system management tools to ensure data accuracy and collection to increase buyer and supplier detail
- Determined optimal configure to install CRM system, train, and orientate 6 staff members on 15 new GSuite and procedures
- Developed and implemented Google API tools for 67 collaborators to improve data collection accuracy 92% for 8500+ clients

EDUCATION

HULT INTERNATIONAL BUSINESS SCHOOL, BOSTON, MASSACHUSETTS, USA	APRIL 2021
<ul style="list-style-type: none">• MASTER OF SCIENCE – BUSINESS ANALYTICS (STEM)• MASTER OF SCIENCE – INTERNATIONAL BUSINESS AND MARKETING	
INTERNATIONAL UNIVERSITY OF MONACO, MONACO, MONACO	JUNE 2019
<ul style="list-style-type: none">• BACHELOR OF SCIENCE – BUSINESS ADMINISTRATION – INTERNATIONAL FINANCIAL SERVICES	

CERTIFICATIONS

MANAGEMENT CONSULTING INSTITUTE - LEVEL 2 CONSULTANT	JULY 2021
SHRM - CP	JANUARY 2023
HUBSPOT	NOVEMBER 2023

MEMBERSHIPS

CHIEF OF STAFF ASSOCIATION (CSA)	NOVEMBER 2023
ASSOCIATION FOR THE ADVANCEMENT OF ARTIFICIAL INTELLIGENCE (AAAI)	NOVEMBER 2023

Prizes

Trophee de l'entrepreneuriat – JCI Monaco	DECEMBER 2019
For more than 25 years, the Junior Economic Chamber of Monaco has encouraged entrepreneurship in the Principality by organizing the Business Creation Competition with the support of the Prince's Government. At stake, among other things, 61,000 euros in government bonus. I was awarded the "Trophee de l'entrepreneuriat" for the development and success of OctoTravel.	
