

Daniel Arenas

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EDUCATION

Georgetown University | *McDonough School of Business*
BS: Marketing and Business Management | 3.7 Cumulative GPA

Washington D.C.
May 2022

PROFESSIONAL EXPERIENCE

McKinsey & Company

August 2022 – Present

Senior Business Analyst, Business Analyst

- Drove the redesign of a software company's call center by refining issue tree routing ensuring specific issues were directed to specialized agents, implementing automated customer interaction technologies, and developing training programs that improved customer satisfaction and first-time call resolution, while reducing call handling times
- Owned the development and implementation of a new sales/pricing strategy for a healthcare insurance company which included dynamic fee credits, bundling discounts, and contractual guardrails through data analysis, strategic planning, and upskilling of sales teams that increased revenue, improved margins, and enhanced retention and win rate for new accounts
- Directed and managed a cross-functional team of over 25 employees at an electric car company by establishing a war room to tackle critical data and manufacturing challenges that resulted in enhanced data fidelity, streamlined operational processes, and improved vehicle tracking and management accuracy to meet internal goals and customer demand
- Developed an implementation strategy for a hotel chain to incorporate attribute-based selling and personalization levers using AI and customer data which can result in a 7% increase to revenue by increasing customer experience and loyalty
- Consistently garnering very strong feedback from McKinsey teams and clients for exceptional performance and teamwork while developing robust client relationships, leading to clients often requesting my involvement in future engagements

Georgetown University Alumni and Student Federal Credit Union

September 2019 – May 2022

Operations Manager, Information Technology Specialist, and Business Development, Teller

- Supervised daily operations to ensure efficient and accurate processing of member transactions, while also resolving specialized issues to enhance customer experience and satisfaction
- Developed and implemented outreach programs to engage the student body, promoting awareness of the credit union's products and services, resulting in a 20% increase in new sign-ups compared to previous years

Proctor & Gamble

June 2021 – August 2021

Brand Management - Olay

- Developed and validated a new branding strategy tailored for Gen Z and Millennials in urban markets by analyzing Nielsen data to pinpoint challenges in distribution, pricing, shelving, merchandising, and brand equity while collaborating cross-functionally with marketing, finance, R&D, and other functions which resulted in a 50% increase in willingness to buy compared to the current ongoing strategy
- Collaborated with key retailers such as CVS and Target and media agencies to create a targeted marketing brief, resulting in a 20% increase in new consumer acquisition in New York City

Fidelity Investments

June 2020 – August 2020

Strategy & Communications Intern

- Lead strategic planning, research, and data analysis of electronic delivery documents

Argonne National Laboratory

Research Scientist

June 2019 – August 2019

- Decreased battery production costs by 20% through improved itemization, research, and lean production methodology

Research Scientist

June 2017 – June 2018 (Gap Year)

- Developed, tested, and analyzed a novel lithium-metal rechargeable battery with superior energy capacity to lithium-ion
- Received 2 patents for research

SKILLS & ACTIVITIES

Languages & Technical Skills: Fluent in English and Spanish, Microsoft Office, Nielsen

Professional Development: SEO EDGE Career, Management Leadership for Tomorrow Career Prep Fellow, Hispanic Scholarship Fund Scholar, Chicago Scholars, Georgetown Scholars Program, Chase Mgmt & Strategy Leadership training