

# Veronica DaCosta

New York, NY • [veronicaslinkedin@gmail.com](mailto:veronicaslinkedin@gmail.com) • [linkedin.com/in/veronicadacosta](https://www.linkedin.com/in/veronicadacosta)

## Project Manager with Expertise in Program Management, Operations, and Business Analysis

Project Manager with 5+ years of experience spanning fintech, marketing, non-profit, and government. My experience has helped me to be relentlessly **detail-oriented**, **budget-savvy**, and **build relationships with internal and external stakeholders** that result in increased revenue, time saved, and customer satisfaction. Proven record of increasing customer satisfaction ratings by 14%, and driving organizational efficiency by 42%. Looking forward, I am seeking to combine both my analytical and communication skills to lead and deliver on projects that add business value and positively impact the client.

### WORK EXPERIENCE

#### **Fintech Nexus** • New York City Metropolitan Area • 09/2022 – 06/2023

##### **Lead Customer Success Manager**

- Achieved a 71% customer retention rate (CRR) by leading a project team to plan and execute the establishment of a customer journey, retention strategy, and user-friendly cloud-based client portal and tracking tools.
- Increased productivity by 42% by collaborating with stakeholders to develop a client relationship management (CRM) tracking system and cloud-based client portal with integrations, optimizing project management timelines and workflows to address challenges.
- Established and maintained relationships with 300+ FinTech clients, enhancing client engagement through the implementation of new onboarding procedures, communication plans, and meticulous attention to detail.

#### **U.S. Small Business Administration** • Remote • 06/2020 – 06/2022

##### **Loan Specialist**

- Successfully managed a 400+ portfolio of diverse SBA loan applications, analyzed financial documents, assessed risk factors, and presented escalation reports to support decision-making processes.
- Managed escalated applications for SMB entrepreneurs, collaborating with cross-functional teams in a fast paced environment to problem-solve and ensure positive investment outcomes of up to \$10 million. Maintained high standards of customer service, addressed inquiries and concerns, and provided timely updates to clients throughout the complex loan process.

#### **Veronica DaCosta Consulting** • Greater New York City Area • 01/2020 – Present

##### **Small Business Consultant**

- Optimizing digital marketing campaigns, resulting in a 20,000 increase in impressions, a 300% improvement in click-through rate (CTR), and significant e-commerce revenue growth in just one month.

#### **Nyack College** • Nyack, New York • 02/2017 – 11/2019

##### **Associate Director, Admissions & Marketing**

- Analyzed data for growth opportunities and collaborated with stakeholders to streamline the admissions process, thereby increasing enrollment by 20% and ensuring that programs remained competitive.
- Created and implemented a vision through strategic planning, presentations to diverse populations & program development leading to more than \$4.4 million in revenue.

#### **CITYCARE** • Sydney, Australia • 07/2013 – 09/2016

##### **Assistant Project Manager**

- Increased social justice program participation by 23% through successful implementation of waterfall project management methodologies and program strategies.

- Managed, developed, and implemented technical marketing and operations strategies for five outreach programs, leading to a 20% growth in the number of volunteers.

## EDUCATION

### **MBA in Marketing & Entrepreneurship**

City University of New York-Baruch College – Zicklin School of Business

### **Bachelor of Arts in Sociology & Psychology**

Case Western Reserve University

## CERTIFICATIONS

### **PMP**

Project Management Institute (PMI) • 01/2024 – 01/2027

## SKILLS

Analytical, Attention to Detail, Automation of Workflows & Reporting, Budget & Cost Analysis, Business Analysis, Business Strategy, Collaboration, Communication, Conflict Resolution, Consulting, Customer Relationship Management (CRM), Customer Service, Data Analysis, Decision-Making, Due Diligence, Financial Analysis, Innovation, Negotiation, Operations, Organization, Presentations, Problem-Solving, Process Improvement, Process Monitoring & Tracking, Project Management, Project Planning & Execution, Relationship Building, Risk Management, Stakeholder Management, Strategy, Time Management, Written Communication & Verbal Communication

**Technical Skills:** Agile Methodology, Asana, AWS, Gainsight, Google Analytics, Google Workspace, HubSpot, monday.com, MS Office Applications: Word, Excel, PowerPoint, MS Project; SaaS, Salesforce.com, Slack, Trello, Waterfall Methodology, Zendesk