

MARTA VAZQUEZ SERRA

mvazser44@gmail.com • (585) 626-2129 • [linkedin.com/in/marta-vazquez-serra](https://www.linkedin.com/in/marta-vazquez-serra)

EDUCATION

Rochester Institute of Technology, Saunders College of Business Rochester, NY <i>Master of Business Administration (MBA)</i>	Expected May 2027
Rochester Institute of Technology, Saunders College of Business Rochester, NY <i>Bachelor of Science in Finance, Cum Laude</i>	May 2026
Monroe Community College Rochester, NY <i>Associate in science, Business Administration & Accounting</i>	May 2024

PROFESSIONAL EXPERIENCE

Constellation Brands (NYSE: STZ) Rochester, NY <i>Financial Compliance & Procure-to-Pay Intern</i>	May 2026 – Aug. 2026
• Prepared and submitted tax returns by following established procedures and filing through the designated online portal. • Reviewed and verified documentation in Concur and Graphite to support compliance checks. • Gained hands-on exposure to procure-to-pay processes in SAP, learning how vendor and invoice workflows operate end-to-end. • Assisted with internal and vendor email correspondence related to procurement and payment status.	
The Bonadio Group Pittsford, NY <i>Marketing Data Analyst Intern</i>	Jun. 2024 – Aug. 2024
• Researched law and CPA firms to identify prospective business-development and growth opportunities across firm departments. • Used Microsoft Excel to organize and analyze firm and market data supporting prospective merger and growth initiatives. • Researched and evaluated targeted professionals and firms across Upstate New York and Dallas to support business-development campaigns. • Developed targeted outreach lists of 1,500+ and 500+ prospective contacts for specialized webinar initiatives.	

LEADERSHIP & PROJECTS

Action Learning Project (ALP) Project Lead <i>Constellation Brands Internship Summer 2026</i>	
• Co-led a team in developing an AI-powered market intelligence agent designed to transform information overload into actionable, department-specific competitive insights. • Contributed ideas and strategic direction to improve the agent and align the solution with business needs. • Built relationships and facilitated networking opportunities to gather perspectives and support the project's development. • Collaborated with team members to turn ideas into an innovative technology solution focused on delivering business value.	
CoStar Commercial Real Estate Analysis RIT <i>HSPT-760: Hospitality Asset Management, Team Project</i>	Spring 2026
• Analyzed the impact of federal government lease terminations (DOGE) on a Washington, DC hotel submarket using CoStar data, building five-property office and hotel comparable sets to evaluate spillover risk. • Built a stress test simulating 1,000 scenarios to model downside risk in occupancy, ADR, and RevPAR, going beyond the assignment scope to support data-driven investment conclusions.	
Winery Acquisition Analytics Capstone RIT <i>BANA 255: Data Literacy & Analytics, Team Project</i>	Fall 2024
• Applied the SOAR framework and built Tableau dashboards to analyze a simulated winery acquisition across accounting, finance, marketing, and operations. • Used Tableau to model a wine club order-size change projected to lift quarterly revenue by 14%.	

ADDITIONAL WORK EXPERIENCE

YMCA Pittsford, NY <i>Wellness Coach</i>	2026 – Present
--	----------------

SKILLS

Technical: Microsoft Excel | Tableau | SAP Ariba | Concur | Graphite

Languages & Certifications: English | Spanish | Bloomberg Market Concepts | Chainalysis Reactor Certification | Chainalysis Cryptocurrency Fundamentals Certification