

Matilda Braun

Finance & Analytics

United States | [LinkedIn](#)

Finance student at Tecnológico de Monterrey with hands-on experience in financial modeling, valuation, and sales automation. Currently building prospecting pipelines and internal tools at Progressive Automations.

EXPERIENCE

Business Strategy Intern Progressive Automations Analyzed ThomasNet subscription ROI in Excel by reviewing HubSpot timelines account by account to find top companies with no prior CRM activity, used as a conservative attribution base. Built an automated prospecting pipeline processing 20K+ rows of ThomasNet data weekly through Google Sheets, Apps Script, Clay, and HubSpot, adding about 500 scored companies per week. Designed the PA Actuator Selector, a React tool matching customer specs to a 33+ product catalog, now used by 100% of the B2B sales team.	Jun 2025 — Feb 2026 <i>Remote</i>
Sales Representative Placement Partners	Mar 2025 — May 2025
Structured Note Project BanBajío Designed a MXN \$1B notional principal-protected structured note with 100% capital protection and a 0.5% quarterly memory coupon. Built a multi-scenario pricing model to set strike and premium, securing a minimum MXN \$20M commission on execution. Placed first among Tec campuses in the region in the final presentation to BanBajío.	Feb 2025 — Jun 2025 <i>Monterrey, Mexico</i>
Finance and Valuation Project Bimbo Built a full-cycle equity valuation of Bimbo (BMV: BIMBOA) using DCF with a 12.61% WACC and EV/EBITDA at 9.24x. Delivered a MXN \$74.40 price target, a 13.4% premium, with an Overweight recommendation validated through sensitivity analysis.	Sep 2024 — Oct 2024 <i>Mexico</i>
OnCampus Intern Communication Tecnológico de Monterrey In my role at Tecnológico de Monterrey, I led the development and execution of communication strategies for the business school's leadership team. - Coordinated events and managed collaborations to enhance the school's reputation and partnerships. - Developed internal and external communication plans to support the director and majors directors.	Aug 2024 — Feb 2025 <i>León, Guanajuato, Mexico</i>
Investment Analysis Project Actinver Designed a MXN \$1B notional principal-protected structured note with 100% capital protection and a 0.5% quarterly memory coupon. Built a multi-scenario pricing model to set strike and premium, securing a minimum MXN \$20M commission on execution.	May 2024 — Jun 2024 <i>Mexico</i>
Sales Development Representative RNCLD	Mar 2022 — Jul 2022
Back Office Assistant Penn State University Libraries	Aug 2021 — Dec 2021 <i>Pennsylvania, United States</i>

EDUCATION

Tecnológico de Monterrey <i>Finance in General</i> Second-highest grade among all Finance students in the 8th semester.	Aug 2022 — Jun 2026
Penn State University <i>Undergraduate</i> Activities and societies: Latin Leadership Institute 2021 cohort Leadership and Spanish	Aug 2021 — Jan 2022

CERTIFICATIONS

Certificate of Completion: AI Fluency Framework & Foundations , Anthropic	Jul 2026
Master the Trade: Futures , CME Group	Feb 2026
Top 10 Skills for Quantitative Analysts , LinkedIn	May 2025

Master Key Financial Analyst Skills, LinkedIn	Feb 2025
Pensamiento Estratégico y Mentalidad Estratégica, Santander Open Academy	Feb 2025
Financial Modeling Foundations, LinkedIn	Jan 2025
Financial Modeling and Forecasting Financial Statements, LinkedIn	Jan 2025
Fundamentos de Fintech o finanza tecnológica, LinkedIn	Nov 2024
Diplomado en Educación Financiera, Comisión Nacional para la Protección y Defensa de los Usuarios de Servicios Financieros (CONDUSEF)	Aug 2024
Techstars StartUp Weekend Fintech, Techstars	May 2024
Nature-based Solutions for Disaster and Climate Resilience, United Nations Environment Programme (UNEP) and the Partnership for Environment and Disaster Risk Reduction (PEDRR) in collaboration with the SDG Academy	Aug 2021
Learn HTML Course, Codecademy	Jan 2021
Asesor en Estrategias de Inversión - Serie 210 (Figura 3), AMIB oficial - Asociación Mexicana de Instituciones Bursátiles	

SKILLS

Futures Trading · Risk Management · Derivatives Trading · Actúa con la normativa aplicable al mercado de valores · Asesoría de inversión · Compra y venta de valores · Diseño de estrategias de inversión · Diseño de portafolios de inversión · Sales · Sales Prospecting · Prospection · Lead Generation · Sales Processes · Independent Thinking · Pensamiento estratégico · FinTech · Startup · Estados financieros · Elaboración de presupuestos · Análisis financiero · Gestión financiera · Team Leadership · Project Management · Finance · Business · Spanish · Inglés · Estrategia · HTML5 · Pensamiento crítico · Español · English · Problem Solving · Microsoft Excel · Leadership · Communication · Customer Service · Management · Organization Skills · Microsoft Office · Translation · Analytical Skills · Web Development · Financial Technology · Financial Modeling · Financial Statement Analysis · Financial Analysis · Quantitative Analytics · Data Analysis · DCF · Relative valuation · Derivatives pricing · VaR · Sharpe Ratio · SQL · Python · R · Google Sheets · Apps Script · HubSpot · Clay