Gabriel Kronisch

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EDUCATION

The Pennsylvania State University, Smeal College of Business, University Park, PA   *May 2025*
Master of Finance (MFIN) | *GPA: 3.89*
• *Relevant Coursework: Advanced Financial Modeling with Excel, VBA, and Python; Financial Analysis and Valuation; Advanced Financial Analysis; Strategic Financial Management; Corporate Finance Projects; Managerial Accounting; Risk and Decisions*

Willamette University, Salem, OR   *May 2024*
B.A. Economics, with Department Honors | *GPA: 3.93 (Summa Cum Laude)*
Phi Beta Kappa, Senior Key award, 4 award scholarships from major departments

Willamette University, Salem, OR   *May 2024*
B.A. Japanese Studies | *GPA: 3.93 (Summa Cum Laude)*

SKILLS

Technology: Excel, Power BI, Power Query, DAX, Data Visualization, ETL, VBA, Macros, AI, SQL, R, Python
Finance-Related: Corporate Financial Analysis, Financial Statements, Financial Projections and Modeling, Risk Management, Company Valuation, DCF Analysis, Project Valuation, IRR, GAAP, Budget Creation / Management / Reconciliation, Treasury

EXPERIENCE

Strategy Consultant   *September 2024 - Present*
Impulse, Remote
Consult weekly with CEO on app development, business strategy, and user interface optimization
- Created comprehensive SWOT analysis and long-term business plan in Excel to balance user engagement and profitability
- Advised on freemium monetization structure, launch timeline, and user engagement features, resulting in 3+ features implemented
- Developed detailed milestone logic including moving-average-based habit success tracking and subscription cap strategy

Director of Strategic Planning   *August 2024 - May 2025*
Penn State Finance & Business Department, Graduate & Professional Student Association, University Park, PA
Managed and allocated $108,000 GPSA annual operating budget with enhanced forecasting and strategic oversight
- Created automated cash flow metrics and monthly/annual financial forecasts using Excel and SharePoint documentation systems
- Evaluated and advised on 38+ proposed funding bills; identified and corrected 20+ bills miscategorized by predecessors
- Modernized budgeting format with enhanced dashboards and cash burn rate calculators
- Advised on optimal allocations based on real-time fund balances, helping avoid budget shortfalls near year-end
- Developed data-driven recommendations that supported successful case for increased future funding

Treasurer   *August 2024 - May 2025*
Penn State Smeal College of Business Business Leaders for Change, University Park, PA
Created and managed annual budget for inaugural sustainability-focused event and built organizational structure
- Built comprehensive event budget using Excel and OneDrive, integrating comparative benchmarking analysis of peer events
- Negotiated with stakeholders to reduce projected costs by 25% through real-time adjustments during live pitch meetings
- Successfully secured 100% of requested funding after presenting detailed proposals alongside organization leadership

Treasurer   *April 2023 - May 2024*
Willamette University Events Board, Salem, OR
Managed $120,000+ annual budget for student event programming with enhanced financial controls and reporting
- Oversaw full-cycle budget operations for ~12 large-scale internal events and ~6 external organization grants
- Submitted and received bi-annual funding requests of ~$60,000 each with detailed justifications and item-level breakdowns
- Redesigned budget templates with rolling cash flow projections and emergency buffer fund modeling
- Led weekly reporting to Executive Board and President with budget updates, variance analysis, and strategic recommendations

Financial Officer   *August 2022 - May 2024*
Willamette University Community Action Fund for Equity and Sustainability, Salem, OR
Maintained $130,000 annual operating budget, oversaw 49+ grant projects, and implemented enhanced financial governance systems
- Led full-cycle financial operations tracking ~$130,000/year in student fee revenue, processing 93+ journal entries in Excel
- Developed dual-reporting infrastructure with weekly treasurer updates and monthly financial reports
- Managed ~12.5 projects/term averaging $10.4K/project, conducting weekly forensic audits and compliance checks
- Created Expense List Approval system to prevent G/L mischarges, reducing average mischarge rate to zero

CERTIFICATIONS

Corporate Finance Institute	Power BI Fundamentals	*June 2025*
Corporate Finance Institute	Financial Modeling and Valuation Analyst (FMVA)	*In Progress; Expected August 2025*
Stanford University	Relational Databases and SQL	*In Progress; Expected August 2025*
Columbia University	AI for Business & Finance	*In Progress; Expected September 2025*
Microsoft	Power BI Data Analyst Associate	*In Progress; Expected January 2026*