Zachary Cichy

Tech-driven creative with a multi-disciplinary background in Business Administration, Philosophy, and Psychology. I am experienced in AI, data-driven decision-making, and blockchain applications. Passionate about the intersection of technology and creativity, with hands-on experience in AI training, consulting, and creative problem-solving.

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WORK EXPERIENCE

Marketing Intern **Nov 2025 – Apr 2026**
Proof of Talk *Paris, FR*
- Driving creative marketing execution by producing high impact content and campaign concepts
- Built and maintaining the KPI dashboard used by leadership, translating cross-channel performance into insights

Business Development Analyst Intern **Jun – Oct 2025**
OdjoAI *London, UK*
- Driving end-to-end sales cycle by identifying leads and launching targeted campaigns
- Analyzing sales performance data and to improve lead conversion and customer interactions

Web Developer **Jan - Jun 2025**
Freelance *Remote*
- Built and deployed AI-driven micro-SaaS (inspo2fit, ScenePrep, CineSeekr) using Next.js/React
- Implemented SEO optimization, social media marketing, and various API integrations

AI Training Analyst **May 2024 – May 2025**
Outlier *Remote*
- Analyzed and refined AI model outputs, ensuring high accuracy and data reliability.
- Collaborated on machine learning training programs, enhancing AI-driven applications.

AI Consultant **Jun – Sep 2024**
DutchTaxAdvice *Groningen, NL*
- Advised on AI-driven automation and efficiency solutions for lead generation.
- Researched and implemented AI tools (such as Zapier) for workflow optimization.

EDUCATION

Master of Business Administration (Entrepreneurship & Innovation Track) **2024 – 2025**
University of Amsterdam *Amsterdam, NL*
- GPA: 4.0
- Honours Programme – Data Driven Management
- Thesis: Implementing Blockchain Technology in the Music Industry
- Team winner of the Van Gogh Foundation pitch competition, developing a new collaboration venture concept
- Relevant Courses: Strategies in Art & Entertainment, Applied AI in Marketing, Innovation Management

Bachelor of Science in Liberal Arts & Sciences **2020 – 2023**
University of Groningen *Groningen, NL*
- GPA: 4.0 (cum laude)
- Thesis: Beyond Science Fiction: Conceptualizing Machine Consciousness & Its Ethical Ramifications
- Relevant Courses: Smart Technology Lab: Physical Principles, Programming in Python, Media & Technology

Marco Polo Scholarship Exchange Program **2022**
Arizona State University *Tempe, AZ, USA*
- GPA: 4.0 (cum laude)
- Relevant Courses: Harnessing Complexity, Astronomy, Design Awareness, Organizational Leadership

DIGITAL SKILLS

- Programming: Python, SQL, JavaScript, HTML/CSS
- Data Analysis: R, SPSS, statistical modeling
- Gen AI applications, automation, AI tool proficiency
- Certifications: Introduction to Computer Science and Programming with Python (HarvardX)

CREATIVE SKILLS

- Acting & Modelling: Completed acting and theater classes (Mulholland Academy, CREA), starred in short films and plays, and have been modelling for 5 years
- Experience in scriptwriting, directing, and editing
- Music: Guitar and Piano (in process)
- Languages: English (native), German (native)