Charlotte **Triggs**

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Profile

Commercial Manager with strong analytical and financial analysis skills and hands-on experience supporting revenue, pricing, and performance decisions. Skilled in using data to analyse trends, evaluate financial performance, and support forecasting and cost optimisation. Contributed to a £307k YoY uplift (17.3%) as part of a team delivering insight-led commercial strategy and digital transformation. Hold an MA in Economics and currently studying for an MSc in Data Science. Former captain of a Top-20 US university field hockey team, bringing leadership, communication, and high-performance teamwork to analytical and fast-paced environments.

Programming Skills

Python: Data manipulation, statistical and financial analysis, automation; libraries include Pandas, NumPy, Matplotlib

R: Statistical analysis, econometrics, financial data visualisation; packages include ggplot2, tidyverse

SAS: Data management, statistical modelling, and reporting for business and economic analysis

SQL (MySQL): Database querying, financial data extraction, and cleaning from relational databases

Excel (Advanced): Financial models, pivot tables, dashboards, macros

LaTeX: Professional document and report formatting

Analysis Skills

Statistical: Hypothesis testing, regression analysis, ANOVA, correlation, econometrics

Forecasting: Short and long-term predictive modeling for business and economic trends

Econometrics: Application of econometric models for policy evaluation and market analysis

Market Analysis: Segmentation, trend identification, consumer behavior insights, and decision support

Audience Analysis: Understanding customer demographics and behavior to optimize engagement

Data Cleaning: Ensuring high-quality, structured datasets for accurate analysis

Industry Skills

Financial KPI Tracking: Monitoring and reporting performance against revenue and margin targets

Pricing & Optimisation: Supporting pricing decisions and profitability analysis

Zonal Systems: Hands-on experience with financial and operational data

Loyalty Analytics: Analysed customer data to support retention, lifetime value, and revenue growth

Cost Control: Supplier analysis and cost-efficiency evaluation

Operations Analysis: Understanding operational workflows and financial impact

Core Skills

Communication: Clear presentation of financial and analytical insights to stakeholders

Teamwork: Collaboration across commercial, operational, and technical teams

Leadership: Captained international players, mentoring peers and driving initiatives

Adaptability: Rapid learning of financial tools, systems, and analytical frameworks

Problem-Solving: Evaluating financial data to identify risks, opportunities, and solutions

Time Management: Managing multiple analyses and deadlines effectively

Education

Loughborough University   *Loughborough, UK*
MASTER OF SCIENCE IN DATA SCIENCE   *Sep 2025 - Sep 2026 (Expected)*
- Statistical analysis, machine learning, predictive modelling, data-driven decision making

University at Albany   *New York, USA*
MASTER OF ARTS IN ECONOMICS   *Aug 2023 - Dec 2024*
- Upper Second-Class Honours, 2:1 equivalent
- Macroeconomics, financial management, behavioural economics.

University at Albany   *New York, USA*
BACHELOR OF SCIENCE BUSINESS ECONOMICS   *Aug 2020 - May 2023*
- 2:1 equivalent
- Market analysis, forecasting, business and financial analytics

Experience

Memorable Pubs Ltd   *Loughborough, UK*
COMMERCIAL MANAGER   *Jan 2025–Present*
- Played a key role in achieving 17.3% revenue growth (£307k YoY) through financial, pricing, and performance analysis.
- Built and maintained Excel-based KPI and financial performance tracking for revenue, margin, and promotions.
- Supported forecasting and pricing decisions through sales and demand analysis.
- Managed and analysed a 1,000+ member loyalty programme, improving retention and revenue predictability..
- Led digital transformation initiatives, improving transaction efficiency and conversion.
- Conducted behavioural and customer analysis to support commercial and financial decisions.
- Negotiated supplier contracts and supported cost-efficiency and margin improvement initiatives.

MT13 Elite Hockey Training   *UK*
HOCKEY COACH   *2018–2023*
- Delivered performance analysis and progress tracking for elite junior athletes.
- Worked in high-pressure environments requiring structured analysis, communication, and adaptability.
- Led and evaluated development programmes using performance metrics.

Key Achievements

£307k revenue uplift delivered through analytics-driven commercial strategy.

Captained a Top-20 US field hockey team - developed leadership and team management skills.

Launched both a loyalty programme and an order-and-pay digital platform to support customer engagement and retention.

Academic Projects

Research Project– Behavioral Economics and Mindset (Master's Dissertation) "Rethinking Decision-Making: The Influence of Behavioural Economics and Mindset on Economic Outcomes." Analysed consumer decision-making using behavioural economics, quantitative analysis, and data-driven policy applications.

Extracurricular Activity

Elite Hockey Player, Lead a Top-20 US team; compete at a high level in UK, Australia and USA.   *New York, USA*

Annual Ski Enthusiast, Regular skier with a passion for high-performance sport.   *The Alps, Europe*

International Experience, Lived and studied in Sydney for 6 months; well-travelled and culturally adaptable.   *Sydney, Australia*