



## Personal Details

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## Personal Summary

I am a data analyst with a strong background in leveraging data to drive business outcomes and improve ROI. With a Bachelor's in Mathematics and Economics, I have developed a robust skill set in data analysis and interpretation, leveraging tools like SQL, Google Analytics, and Tableau. My career highlights include building data and reporting infrastructures from the ground up at Fountain House and Wavely, resulting in real-time insights and improved conversion rates. I have also led teams and developed forecasting models to boost revenue by substantial margins. My skills in data interpretation, leadership, and data tools make me a strong candidate for the job\_description role.

## Experience

### 1. Data Analyst | Wavely | August 2016 - May 2018

- Built a logistic regression model to help the SEO team decide which keywords to target, resulting in a 15% lift in YoY site visitors in 2018
- Collaborated with product managers to perform cohort analysis that identified an opportunity to reduce pricing by 22% for a segment of users to boost yearly revenue by \$730K

### 2. Data Analyst | Fountain House | May 2018 - current

- Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights into the product, marketing funnels, and business KPIs
- Designed and implemented A/B experiments for products to improve the conversion rate by 19 basis points and reduce churn by 12 basis points

### 3. Product Modeling Analyst | Geico | August 2014 - August 2016

- Developed and owned reporting for a nationwide retention program with Python, SQL, and Excel, saving ~90 hours of monthly labor
- Identified procedural areas of improvement through customer data, using SQL to help improve the profitability of a nationwide retention program by 8%

The latter two roles emphasize achievements in data analysis, data infrastructure, and AB testing, all of which demonstrate a strong technical skill set alongside practical experience in project management, making them a great fit for the requirements of a Project Manager role.

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## Education

**\*\*Course Title (University, Year)\*\*** B.S. (Mathematics and Economics) University of Pittsburgh (2010-2014)

## Skills:

# Skills

1. SQL

2. Excel/Google Sheets

3. A/B Testing & Experimentation

4. Tableau

5. Python (Pandas, Scikit-learn)