

# First Last

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## EXPERIENCE

2016-Present **RESUME WORDED & Co.** San Francisco, CA

### ***Senior Data Analyst***

- Managed cross-functional team of 10 in 3 locations (London, Mumbai and New York), ranging from entry-level analysts to vice presidents, and collaborated with business development, data analysis, operations and marketing
- Launched Miami office with lead Director and recruited and managed new team of 10 employees; grew office revenue by 200% in first nine months (representing 20% of company revenue)
- Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x and decreased drop off rate by 30%
- Cut projected time for data analysis by one week by developing reusable ETL components using Pentaho Kettle
- Designed merchandising strategies for grocery retailers based on regression analysis identifying key store attributes to increase traffic and conversion; resulted in a 25% sales lift
- Identified changes to assortment, distribution, and marketing using financial and behavioral analysis that enabled an upmarket fashion company to better target their customers, resulting in \$1M growth
- Bullet points should be in format [Action Verb] [Accomplishment] [Metric] (e.g. Developed X to do Y; this resulted in Z% improvement)

2012-2014 **INSTAMAKE** Beijing, China

### ***Data Analyst*** (2013-2014)

- Led the transition to a paperless practice by implementing an electronic booking system and a faster, safer and more accurate business system; reduced cost of labor by 30% and office overhead by 10%
- Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%
- Coached 30 summer interns and launched a mentorship program for new joiners in the Berlin office
- [Recruiter Notes: If you have accomplished a lot at one company and have more than 6 bullets, split them up into two different job titles at the same company, like in this example]
- Promoted within 12 months due to strong performance and organizational impact (one year ahead of schedule)

### ***Business Analyst*** (2012)

- Identified steps to reduce return rates by 10% resulting in an eventual \$75k cost savings
- Decreased uninstallation rate by 40% by introducing an interactive tutorial at app launch

2012-2014 **RESUME WORDED & Co.** San Francisco, CA

### ***Technical Analyst***

- Designed, executed, and optimized digital marketing campaign on Google AdWords; led to 20% increase in ROI
  - Managed redevelopment of internal tracking system in use by 125 employees, resulting in 20+ new features, reduction of 20% in save/load time and 15% operation time
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## EDUCATION

2014-2016 **RESUME WORDED BUSINESS SCHOOL** New York, NY

### ***Master of Business Administration Candidate; Major in Business Analytics***

- Awards: Bill & Melinda Gates Fellow (only 5 awarded to class), Director's List 2017 (top 10%)
- Leadership: Resume Worded Investment Club (Board Member), Consulting Club (Engagement Manager)

2007-2011 **RESUME WORDED UNIVERSITY** San Francisco, CA

### ***Bachelor of Engineering, Major in Computer Science; Minors in Consumer Psychology and Mathematics***

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## OTHER

- Languages: Spanish (native), Chinese (intermediate)
- Technical Skills: Python, MATLAB, Excel, enter keywords as they appear in the job description
- Certifications: CFA Level 2 (August 2016), ABC Certification, [other certification required in job description]
- Volunteering: Volunteered 20 hours/month at Alzheimer's Foundation (2012-2014)