**ALBERT KOYFMAN**

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| [alkoyfman@gmail.com](mailto:alkoyfman@gmail.com) | [LinkedIn](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CB4QFjAA&url=https://www.linkedin.com/pub/albert-koyfman/9/229/a35&ei=GsWMVaiDJM22yASl4qBw&usg=AFQjCNEfqfpw9qWT5ShnxU2WI0HD9UWj4w&sig2=EEaJnKOVnJMVoQuFKMTjmg&bvm=bv.96782255,d.aWw) | (646)207-0477 |

**Profile:**

Technically inclined, proactive data professional with a decade of experience in data mining, modeling, marketing and sales forecasting. Proven track record of enhancing efficiency and productivity of projects through hypothesis testing, forecasting and the continued strive for new knowledge. Vast experience with Excel and Salesforce with exposure to SQL Query, R and Python.

**Education:**

*MS Predictive Analytics*, Northwestern University, (August) 2015

*BBA Business Economics*, Pace University, 2006

**Core Competencies:**

* Data Mining and Report Building
* Statistical Inference and Regression
* Sales Tracking and Forecasting
* Data Warehousing

**Technical Experience:**

Salesforce, Microsoft Office Suite, R, Python, Visio, SQL Query, Tableau

**Certifications**:

*Current* - FINRA Series 6, FINRA Series 63, NY Life Insurance Intermediary

*Lapsed* **–** FINRA Series 3

**Professional Experience**

**Mutual of America Capital Management LLC, New York, NY**

*Senior Marketing Data Analyst* November 2014 – February 2015

* Reported directly to Chief Marketing Officer on data modernization project.
* Built, tested and maintained integrity of financial models using pivot tables/charts in Excel.
* Transformed and loaded fund data sets to a stack of financial databases.
* Ensured proper flow of data between sources by mining for inconsistencies..
* Generated VB scripts for automation and loading of data for consultant reporting.
* Worked directly with vendors and consultants to ensure timely project deliverables.
* Evaluated vendor capability based on specific metrics gathered from stakeholders.

**Kurtosys Systems Inc. (Consultant) New York, NY**

*Solutions Consultant/Market Research*  April 2013 – May 2014

* Joined small entity to work and learn with one of the founding architects of the Reuters database.
* Identified and mapped target space through industry analysis using Salesforce Reports.
* Scrapped LinkedIn for relevant contacts and entities using Python.
* Tracked, analyzed and forecasted sales data through Salesforce using KPI dashboards.
* Created marketing campaigns and analyzed effectiveness through modeling via Excel.
* Gathered and translated business requirements and functionality to development team.
* Prepared test plans and worked with QA teams on specific test iterations.

**7city Learning (Consultant) New York, NY**

*Marketing Consultant*  June 2012 – December 2012

* Researched, examined and classified consumer market space through analysis of preferences.
* Tracked marketing campaigns through aggregation of response data using Salesforce and Excel.
* Performed hypothesis tests within conversion, attribution and A/B response rates.
* Scraped the web using Python to understand current trends in financial education.
* Created customized data presentations for client presentations with sales forecasts via Excel.
* Respond to incoming RFPs through written and oral presentations using Microsoft Office Suite.
* Outlined project scope for complex financial training programs from sale to delivery.

**Forex Capital Markets (**[FXCM](https://www.google.com/finance?q=fxcm&ei=M8uMVZGJF4Gg2Aa4pIOoBg)**)** **New York, NY**

*Business Intelligence Analyst/Project Lead* December 2009 – February 2012

* Evaluated and classified consumer preferences via system/stratified and random sampling.
* Utilized results to drive marketing strategy for educational materials and platform development.
* Developed and implemented consumer campaigns using Salesforce.
* Utilized Salesforce in manipulating, classifying and transforming mass record database.
* Outlined agile project scope for release and maintained of mobile trading platform.
* Performed UAT testing of beta launches with detailed UX reports to development team.
* Developed and maintained KPI dashboards in Excel and Salesforce for senior management.
* Created and presented product reports for key stake holders and external communities via Microsoft, Webex and Adobe Suite of products.

**Gain Capital Holdings Inc (**[GCAP](https://www.google.com/finance?q=NYSE:GCAP&ei=Gc6MVfCJNoKA2Aawr4DwBg)**) New York, NY**

*Client Services Lead* January 2006 – April 2009

* Initiated and led a phone routing system implementation resulting in enhancement in client services.
* Collected and document stakeholder project requirements.
* Queried call repositories for aggregation and classification of consumer data via SQL Query and Excel.
* Classified consumer data via cluster and Naive Bayes analyses.
* Created/tested categorical and behavioral models to identify weakness in call routing via Excel.
* Presented results of modeling to stakeholders using Microsoft and Adobe visual aids.
* Analyzed departmental sales cycle via regression optimizing completion route.
* Influenced sales strategy by identifying customer needs and tailoring software and data solutions for private and institutional clients.
* Translated consumer survey results into actionable items for platform development.