

Brandon L Medina

Data Analyst | Military Veteran

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Professional Summary

Data Analyst and military veteran with robust experience in data analytics, operations management, and system enhancements. Adept at developing metrics and dashboards, data querying, and performance benchmarking. Proficient with diverse databases and visualization tools, aiming to contribute to operational improvements.

Career Highlights

Data Cleaning & Analysis	-Spearhead data analysis and cleanup initiatives at TGR Foundation, developing key performance dashboards and significantly boosting system performance and data quality.
Data Visualization	-Create comprehensive data visualizations for the US Navy, weekly briefs and actionable insights that directly influenced recruitment strategies and improve operational outcomes.
Project Management	-Apply robust project management principles in both military and IT environments, focusing on process improvements and operational efficiency.

Education, Training & Certifications

M.S. Data Analytics | *University of La Verne, La Verne, CA*
Concentration in Marketing Analytics | May 2026
B.S. Information Technology | *University of La Verne, La Verne, CA*
Minor in Business Management | May 2025
System Engineering *University of La Verne | 2024*
Google Data Analytics *Google | August 2022*

Areas of Expertise

✓ SQL	✓ Data Analysis
✓ Salesforce	✓ Project Management
✓ Tableau	✓ System Architecture
✓ Microsoft Office & Google Suite	✓ Pattern & Trend Analysis

Professional Experience

IT Support Specialist
Key Responsibilities: Database Administration, Dashboards & Analytics, and Data Visualizations
TGR Foundation | Irvine, CA | September 2022 – Present

- Successes include:
- Successfully managed a 38-week, \$80,000 CRM development and implementation project, including configuration, user acceptance testing, and employee training, to modernize data collection, tracking, and reporting using Salesforce.
 - Pioneer data cleanup in CRM, resulting in an 111% reduction in data storage by eliminating 6,861,452 obsolete records.
 - Developed KPI Dashboard, utilizing Tableau to aggregate data, create visualizations, and craft reports on program attendance, effectiveness, and retention, providing vital insights for data-driven decision-making to board members and stakeholders.

Operations Manager
Key Responsibilities: Trend Analysis, Team Communication, Report Generation
US Navy Recruiting | Los Angeles, CA | July 2020 – August 2022

- Successes include:
- Analyze historical contracting data and recruiter performance metrics to pinpoint high-potential recruitment areas, optimize resource allocation and achieve contracting goals through targeted strategies.
 - Provide personalized training to recruiters based on performance statistics, implementing tailored interventions to enhance effectiveness, improving appointment to interview ratio.
 - Conduct in-depth demographic trend analysis to identify groups with higher enlistment propensities, implementing strategic recruitment.

Recruiter
Key Responsibilities: Attention to Detail, Team Collaboration, Statistical Analysis
US Navy Recruiting | Los Angeles, CA | August 2019 – June 2020 (Promoted)

- Successes include:
- Analyzed and interpreted recruitment data to identify trends and enhance recruitment strategies, resulting in a 150% increase in recruitment efficiency.
 - Utilized statistical techniques and data modeling to predict recruitment outcomes and optimize time allocation, achieving over double the national average monthly contracts.
 - Developed and maintained reports and dashboards to track and visualize recruitment performance metrics, leading to data-driven decision.