Sheena Taylor

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SKILLS

Programming Languages: R, Python, SQL, HTML, Typescript, JSON, and .NET
Tools & Platforms: Google Collab, Power BI, Microsoft Office, Tableau, Git, Docker, Azure, Oracle Cloud, AWS Cloud, Postgres, IBM DB2, SharePoint, Kubernetes, Visual Studio, Jupiter Notebook, Databricks, Hadoop, Spark, MuleSoft, and Saleforce.com Development
Subject Matter Expertise: Project Management, Business Intelligence & Analytics, Sales, Recruitment, Negotiation, Leadership, Proposal & Contract Writing, Marketing Research & Analysis, Software Testing & Analysis, Energy, Sports Marketing & Analytics, Supply Chain Management, AI/ML algorithm python programming & analysis, ETL, and Software Development, NLP.

PROFESSIONAL STATEMENT

As a versatile professional, I bring a robust track record marked by achievements in leadership, data analysis, sales, marketing, and research.
My experience spans various industries where I have consistently driven projects to successful completion through my commitment, leadership skills, and technical acumen. I excel in transforming challenges into opportunities and delivering impactful results.
I am currently seeking to further my growth and leverage my advanced analytical skills, acquired through pursuing a Master of Science in Business Analytics at the University of California, San Diego, I am 100% open to a full-time role in 2025!

EDUCATION

Master of Science in Business Analytics, Rady School of Management   Expected Graduation: 2025
University of California, San Diego, San Diego, CA   3.0 GPA
Relevant Coursework: Business Analytics, Financial Analytics, Marketing Analytics, Operations Analytics, Collecting & Analyzing Large Data, Experiments in Firms, Customer Analytics, Supply Chain Analytics, and Pricing Analytics Honors & Awards: Rady Fellow

Bachelor of Science in Business Administration   05/2011
Wagner College, Staten Island, NY   3.28 Overall GPA
Degree 1: Management
Degree 2: Marketing
Honors & Awards:
Sheena Taylor Named NEC Women's Field Athlete of the Week* SHEENA TAYLOR, won the Diversity Action Council Award, which is given to a student who has furthered, exemplified or supported the cause of diversity at Wagner College. Taylor was a business administration major with a concentration in management who interned at Merrill Lynch and Target Corp. She competed on the track team and belonged to the Nubian Student Union. She helped bring to Wagner the Inroads program, a campus diversity organization that is active through the Career Development Office. The mission of Inroads is to develop and place talented minority youth in business and industry and prepare them for corporate and community leadership.

EXPERIENCE

Data Engineer, MSBA Capstone, Qualcomm, Remote, CA 09/2023 - 12/2024
- Model Micro Processor Development Time, Improve semiconductor product development timelines.
- Utilize operations analytics to simulate the entire product development lead time by analyzing dependent probabilities of individual cycle times. The ultimate objective of the project is to develop a workflow tool that allows non-analytics UX to utilize the model effectively.

Procurement Analyst, Circa Life Sciences, Remote, CA 01/2021 - 08/2023
- Negotiated with suppliers to secure a 20% cost reduction per agreement, enhancing profitability.
- Anticipated, identified, and managed potential customer issues, escalating to teams for resolution and expanding customer relationships for cross-sell and upsell opportunities.
- Managed logistics to ensure a 90% on-time delivery rate, streamlining supply chain and improving customer satisfaction.
- Evaluated and assessed cargo opportunities totaling $5 million, aligning with guidelines set forth by the Trade Managers and Directors.
- Orchestrated the comprehensive review, analysis, and pricing of external customer requests for rates and service particulars.
- Leveraged Piers data and DIVA-DS reports to conduct incisive market and commodity analyses.
- Investigated competitor services and monitored capacity shifts in response to Trade Management's queries.
- Monitored, scrutinized, and compared customer and service outcomes against the Export Trade business plan.

Technology Sales Project Manager, New England Strategic Development, Boston, MA 03/2019 - 01/2021
- Leveraged market, data, and customer analytics to formulate and execute key strategies, contributing to a $40 million value chain. Consulting Leadership: Provided strategic consulting leadership to drive growth and deliver impactful solutions, leveraging expertise in customer outcomes and technology trends to advise customers on industry best practices.

- Customer Value Optimization: Led initiatives focused on customer retention and adoption, collaborating with internal stakeholders to develop training plans and deliver tailored solutions maximize customer value and satisfaction.
- Industry Knowledge Application: Applied deep industry knowledge to inform strategic planning and program management, guiding cross-functional teams in orchestration of delivery resources to achieve customer success.

Engineering Support Manager, Apple Inc., New York, NY 03/2015 - 03/2019
- Fostered a culture of empowerment and accountability within team through modeling, coaching, and development team of 30+ staff, reducing hardware losses by approximately $500,000 annually through improved engineering process compliance.
- Achieved an average Net Promoter Score and survey dashboards by recruiting, training, and developing specialty technicians supporting pilot implementations.
- Demonstrated extensive product management expertise, completing 100% of planned projects before deadlines.
- Enhanced overall operational performance through optimization of key performance indicators and metrics.

Sales & Development Manager, Macys Herald Square, New York, NY 03/2013 - 03/2015
- Assisted in developing and testing applications for system and the sales team, with the aim of creating client-focused technical demos, both embedded and non-embedded systems.
- Crafted technical presentations and user manuals, adeptly elucidating products, or services to both existing and potential customers and employees.
- Conducted comprehensive market analyses, formulating effective strategies, eliciting requirements, identifying suitable partners and subcontractors, defining win themes, executing capture planning, and assessing long-term omnichannel solutions.

Asset Protections Systems Executive, Target Corp, Staten Island, NY 03/2012- 03/2013
- Manage daily business and process operations for Guest Experience by adhering to multiple best practices.
- to meet corporate standards driving profitable sales.
- Use Strong cognitive skills, people skills, problem analysis, decision making, financial and quantitative analysis to engage and inspire exceptional performance through leadership.
- Maximize sales and profits for a high-risk high volume Target store with revenue of $65 million annually.
- Ensure great guest service and team member satisfaction.
- Create a fast-paced, energetic environment that delivers a consistent Target brand experience for team members and guests.
- Strive to achieve sales goals and maintain budget controls including payroll, staffing, inventory.
- Protect people profit and reputation; impact a safe and secure shopping experience for Target guest.
- Influence regional profitability and senior executives to ensure sales and payroll by driving prevention focused culture to reduce shortage.
- Maximize store financials through an analysis of forecast key performance measures and inventory accountability.
- Analyze daily, weekly, and monthly reports to increase the effectiveness of process and operational procedures including distribution centers.
- Use Non-Violent Intervention and Internal Interviewing techniques to physically apprehend subjects involved, with local police departments and corporate investigations center to close legal restitution cases.

Financial Services Intern, Merrill Lynch, Bank of America World Financial Center, New York, NY 01/2011-06/2011
- Prepare research briefs on newly acquired companies for financial advisors.
- Utilize stock simulator to create development investment portfolio and track earnings and performance • Support four financial advisors with client acquisitions, research, and daily operations.
- Curated and disseminated impactful marketing content, materials, and videos, thereby enhancing the company's promotional arsenal, all the while gaining insights.
- Devised strategic initiatives and pioneered innovative methods by identifying target audiences, analyzing market trends, the most effective digital channels, and tactics to attract and engage potential customers to the business.

LEADERSHIP & DEVELOPMENT

PROFESSIONAL AFFILIATIONS & LEADERSHIP
- Member: Black Graduate Experience, Sullivan Center for Entrepreneurship. Global Policy and Strategy (GPS) Inclusive Professional
- Volunteer: Doyle Elementary School Site Council
- Inroads Diversity Equity Inclusion Alumni
- American Management
- Association, San Diego Unified School District School Site Council
- University of California San Diego Black Graduate Leadership Experience

PROJECTS
Creative Gaming: Impact of actions, offers, and ads using causal analysis techniques. Customized offer selection based on individual customer preferences and behavior.
PFG Bank: Leveraged descriptive statistics, logistic regression, and other advanced modeling techniques to optimize marketing strategies.
Tango: Utilized prediction plots and break-even response rate analysis to optimize targeting strategies.