

# MICHEAL POLLARD

## Junior Business Analyst - Providing Data Management and Analysis for Strategic Decision-Making

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📍 Dallas, TX

### SUMMARY

Junior Business Analyst with 3+ of years of experience in customer-focused, dynamic environment. Highly apt at seeing beyond the numbers to provide systematic solutions to increase profit margins by an AVG of 20K/ year. Ability to listen with intent to the customer problems to gather data and find solutions to individual problems. Built a 5000+ customer database through the years, based on loyalty and respect.

### EXPERIENCE

#### Junior Business Analyst

##### Carroll

📅 2020 - Ongoing 📍 Dallas, TX

Carroll is the global leader in cloud-based sales, marketing, learning, and customer experience solutions.

- Increased gross revenue of 15% in 2021 (compared to 2020) with no change to fixed costs with data-oriented, customer-centric solutions
- Automated manual review process using excel that saved around 1- hour of work per week
- Expanded BI Audience by an additional 200+ users by offering new insights and features to the business

#### Research Associate & Intern Business Analyst

##### Grimes

📅 2019 - 2020 📍 Dallas, TX

Grimes is the alternative within top-tier executive search and part of the global top-10 executive search firm TRANSEARCH International - one of the leading executive search and leadership advisory organizations in the world.

- Improved internal processes by creating manuals to cut back on training time by 30%
- Reduced IPS (Customer Issues) by 2.2% while impacting merely 3% of GMV
- Supported sales to achieve 132% and 162% quota in 2019 and 2020

#### Sales Associate

##### Borer Ltd

📅 2018 - 2019 📍 Bronx, NY

Borer Ltd is an affiliate brand mainly focused on audience based programmatic display marketing.

- Exceeded the incremental spend target by 120% due to providing personalized and customer-focused information
- Turned 2500+ cold leads into customers by offering them solutions to their problems and listening carefully to their concerns
- Helped with 150+ product launches by making cold calls, collecting and analyzing customer data

### TRAINING / COURSES

#### Microsoft Excel Expert (Excel and Excel 2019)

Microsoft

#### Data Analysis for Decision-Making

edX

#### Google Data Analytics Professional Certificate

Coursera

### SKILLS

BI	Data Analysis	MSO
Client Management		Sales Targets
Cold Calling		Lead Generation

### EDUCATION

#### Bachelor of Science in Business and Political Economy

##### New York University

📅 2014 - 2018 📍 Manhattan, NY

### STRENGTHS



#### Data Management

Systematic approach towards systematizing and analyzing data with Macros in Excel. Providing growth-focused solutions, increasing profit margins by at least 25%/ year.



#### Customer Growth by 15K/ Year

Knowledge of specific niches to implement business growth solutions: from product launches to lead generation. Accumulating a loyal customer base, responsible for the 30% expansion of the business within the past year.



#### Product Expansion

Using systematized data to provide opportunities with a focus on enhancing the overall customer experience by an annual AVG of 65%.

### ACHIEVEMENTS



#### Successful launch of 100+ new products

Solely through the past 2 years, have provided data-focused solutions to increase sales on new unites by 45%.



#### High Achiever Q4 2021

Received the company-wide recognition for helping the sales team surpass their targets by 150%.