

# MikikoBazeley

Operations Analyst | Data Visualization Specialist

## skills

R-  
ggplot, dplyr, tidyr  
Excel-  
vlookups, pivot tables,  
formulas  
SQL  
HTML, CSS  
Python

## programs

Tableau  
Salesforce  
MySQL, OracleSQ,  
MSSQL  
ArcGIS, QGIS  
Excel

## concentration

quantitative analysis  
data management  
reporting  
data wrangling

## references available

Michael Overell  
Jenn Steele  
Alfred Louie

## connect

linkedin  
personal site  
angel.co  
github

## education

B.A. Economics  
2013  
UC San Diego

## about

home:  
SF, CA 94133

mobile:  
415.948.9641

email:  
mmbazel@gmail.com

## objective

Use data analysis and operations knowledge to catalyze revenue growth and transform the consumer experience

## experience

03/15—curr. **Operations Specialist**

Digimarc, San Mateo

*Summary:* Use data analysis tools and visualization in order to assist rights holders with protection and enforcement through operationalizing efficiency in value-added products and services.

### Product Analysis:

- Utilized open source tools such as R (with packages ggplot2, dplyr, knitr) in order to provide insight for management team and key clients into the efficacy of company product.
- Responsible for analysis projects from data warehouse querying (MySQL/MSSQL/SQL Server) to exploration to presentation.

### Operations Support:

- Utilized Sharepoint to create and populate knowledge base for internal stakeholders with original training material for sales education.
- Maintain internal Sharepoint sites to empower management to store and create protocols and standards for operations and sales.

### Data Visualization:

- Created and scripted ad-hoc customer and operations reports for use in marketing collateral and relationship management using R, excel, Glimfy.
- Designed, wireframed and created proof-of-concept visual reports.

### Salesforce administration:

- Created on-boarding process and accompanying documentation to increase user adoption rates, inform the implementation road map, and increase sales reporting accuracy.
- Integrated third party automation tools such as Pardot, InsideView, LinkedIn Navigator with sandbox Salesforce instance to automate sales cycle.
- Utilized Dataloader, excel, and R to migrate and clean data between Salesforce and Dynamic instances.

07/14—01/15 **Sales Operations Lead**

RecruitLoop, San Francisco

*Summary:* Managed lead generation and infrastructure scaling for sales and growth team at early-stage recruiting startup.

### Salesforce Administration:

- Customized Salesforce to create objects, applications, reports and dashboards to enable the sales team to meet their quotas.

### Research Team Management:

- Hired and trained team of 10 freelancers, as well as handled billing and performance tracking, in order to scale volume of lead generation from 200 (leads/rep/month) to 2000 (leads/rep/month).

**Sales Operations:**

- Researched, identified and integrated products for outbound sales that decreased cost of lead acquisition by half while scaling volume (including conducting vendor negotiations and initiating beta trials)

**Email Marketing:**

- A/B tested subject line, body text and send time to increase email engagement rates by 30 percent, enabling sales team to identify and connect with prospects, while scaling email volume).

12/13–04/14 **Business Operations and Accounts Manager**

eSalon, San Francisco

*Summary:* Assisted management with record keeping and hospitality.

**Account Management:**

- Managed billing, business communications, and account creation for clients of team of 10 employees.

**Operations:**

- Provided great customer service and cultivated client relationships by leading employee training and maintaining employee calendars.

## projects

1/15 **Consultant**

FirstJob

*Summary:* Laid foundation for an outbound sales process.

**Referral:**

Brett Bazzini: Head of Sales at FirstJob,Inc. during this time

**Referral:**

Braydan Young: Vice President of Business Development at First Job,Inc. during this time