MikikoBazeley

Operations Analyst | Data Visualization Specialist

skills

R-
gglot, 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

07/14—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, Gliffy.
- 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—curr. **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 intiating 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