**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 Overel](https://www.linkedin.com/in/michaeloverell)l  [Jenn Steel](https://www.linkedin.com/in/jennsteele)e  [Alfred Loui](https://www.linkedin.com/pub/alfred-louie/a5/a46/281)e

**connect**

[linkedi](https://www.linkedin.com/in/mikikobazeley)n  [personal sit](http://mikikobazeley.github.io)e  [angel.c](https://angel.co/mikiko-bazeley)o  [githu](https://github.com/MMBazel)b

**education**

B.A. Economics 2013 UC San Diego

**about**

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925.276.2250

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MikikoBazeley

Operations Analyst | Data Visualization Specialist

**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 holderswith 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, tidyr, knitr) in or-der 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/SQLServer) to exploration to presentation.

**Operations Support**:

**–** Utilized Sharepoint to create and populate knowledge base for internal stake-holders with original training material for sales education.

**–** Maintain internal Sharepoint sites to empower management to store and createprotocols and standards for operations and sales.

**Data Visualization**:

**–** Created and scripted ad-hoc customer and operations reports for use in mar-keting 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 increaseuser adoption rates, inform the implementation road map, and increase sales reporting accuracy.

**–** Integrated third party automation tools such as Pardot, InsideView, LinkedInNavigator with sandbox Salesforce instance to automate sales cycle.

**–** Utilized Dataloader, excel, and R to migrate and clean data between Salesforceand Dynamic instances.

07/14—01/15 **Sales Operations Lead** RecruitLoop, San Francisco

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

**Salesforce Administration**:

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

**Research Team Management**:

**–** Hired and trained team of 10 freelancers, as well as handled billing and perfor-mance 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 decreasedcost of lead acquisition by half while scaling volume (including conducting ven-dor negotiations and intiating beta trials)

**Email Marketing**:

**–** A/B tested subject line, body text and send time to increase email engagementrates 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 ofteam of 10 employees.

**Operations**:

**–** Provided great customer service and cultivated client relationships by leadingemployee 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 tim](https://www.linkedin.com/in/brettbazzini)e

**Referral**:

[Braydan Young: Vice President of Business Development at First Job,Inc. during thi](https://www.linkedin.com/in/braydanyoung)s  [tim](https://www.linkedin.com/in/braydanyoung)e

**additional info**

**LinkedIn**

[*https://www.linkedin.com/in/mikikobazeley*](https://www.linkedin.com/in/mikikobazeley)

**Personal Site**

[*http://mikikobazeley.github.io*](http://mikikobazeley.github.io)

**Angel.co**

[*https://angel.co/mikiko-bazeley*](https://angel.co/mikiko-bazeley)

**GitHub**

[*https://github.com/MikikoBazeley*](https://github.com/MikikoBazeley)