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| Objective | Use data analysis and operations knowledge to catalyze revenue growth and transform the consumer experience |
| Experience | Operations Specialist Digimarc, San Mateo, CA  03/2015 - Current  *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 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 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. |
|  | **Consultant**  FirstJob, San Francisco, CA  01/2015  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 Sales Operations Lead RecruitLoop, San Francisco, CA  07/2014 – 01/2015  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 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).  **Business Operations and Accounts Manager**  eSalon, San Francisco, CA  12/2013 – 04/2014  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. |
| Education | Economics, B.A. University of California, San Diego,  La Jolla, California |
| Skills | * R (ggplot, tidyr, kitr, dplyr) * Excel * SQL * HTML, CSS * Python |
| Programs | * Tableau * Salesforce * MySQL, OracleSQL, SQL Server, MSSQL * ArcGIS * QGIS * Excel |
| Concentrations | * Quantitative analysis * Data Management * Reporting * Data wrangling |
| Additional Info | * LinkedIn:   + https://www.linkedin.com/in/mikikobazeley * Personal Site   + http://mikikobazeley.github.io * Angel.co   + https://angel.co/mikiko-bazeley * GitHub   + https://github.com/MikikoBazeley |
| References | Michael Overell, RecruitLoop Contact Information upon request Jenn Steele, Indix Contact Information upon request Alfred Louie Contact Information upon request |