Samuel Swartz, M.Sc.

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PROFESSIONAL EXPERIENCE

Simply Business, Boston, MA   April 2017 – Present
Insights Manager   *June 2018* – Present
Insights Analyst   *April 2017 – June 2018*

- 1st US Analytics hire – used data and testing to identify target market. Built Looker reporting and worked with cross functional product teams to define strategy for how data should be collected, stored and analyzed.
- Manage a global team of analysts, working with senior leadership within digital marketing, product, and operations ensuring overall objectives and business decisions are data driven and capitalizable
- Oversaw all US marketing & product testing - created a working group and system for managing tests and research to instill analytical rigor and knowledge sharing across the business.
- Designed KPIs for marketing, product, & operations, allowing for standardized measurement and investigations
- Oversaw data science projects, including a lead scoring model that enabled us to predict a purchase 3x random chance.
- Coached and managed Analysts to earn promotions to Senior Analyst through coaching, empowerment and proactive feedback loops

Forrester Research, Cambridge, MA   June 2014 – April 2017
Senior Data Analyst   *June 2016 – April 2017*
Data Analyst   *July 2015 – June 2016*

- Supported executive decision making by developing KPIs, Tableau dashboards and presentations
- Built and implemented company's 1st predictive customer churn model in Q3 '16
- Partnered with product team to choose most effective product mix using association rules/market basket analysis
- Through deep text analysis, identify popular topics per client segment to customize client deliverables
- Awarded best individual company performance for Q2 '16

Associate Account Manager   *June 2014 – July 2015*

- Effectively managed 25 client accounts, predominantly emerging technology companies; worked directly with VPs of Marketing, CMOs and CEOs to conduct needs assessment and to understand their strategic initiatives

Treeline Inc., Wakefield, MA   April 2013 - May 2014
Executive Sales Recruiter

- Ran a full desk - worked with both clients and candidates
- Selected by CEO as "2013 Rookie of the Year," and 4x "Account Manager of the Month"

Enterprise Rent-A-Car, Cambridge, MA   March 2011 - April 2013
Assistant Manager   *2012 - 2013*
Management Assistant   *2012 - 2012*
Management Trainee   *2011 - 2012*

Technical Skills
 Proficient in SQL, Python, Looker, Tableau, dbt, Excel – Some R, SageMaker, Databricks, Power BI

EDUCATION

Bentley University – Graduate School of Business   May 2017
   Master of Science in Business Analytics

University of Massachusetts Boston, MA
   Bachelor of Science*, Cum Laude*   Major: Management   May 2010