

MAGGI VIDAL DATA AND MARKETING ANALYST

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SUMMARY

Data Analytics, Sales, and Purchasing

- Application of the analytics workflow to real-world problems drawn from a wide range of problem domains, such as: digital marketing, supply chain, healthcare, retail and financial services.
- Development of brand assortments, merchandising strategies to increasing revenue in bricks and mortar, B2B, and Ecommerce.
- Experience in purchasing, selling, developing standard operating procedures.

SKILLS

Microsoft Excel, SQL (PostgreSQL), Python (Pandas, Matplotlib, Seaborn, Geopandas), Jupyter Notebooks, Qlikview, Power BI, Tableau, GitBash, GitHub, Agile, Kanban Boards, QuickBooks, Cap 2020 Worksheet, Worx, Adobe Photoshop/Bridge

PROFESSIONAL EXPERIENCE

Nashville Software School, Nashville, TN

January 2021 – Present

Data Analytics Apprentice

- Applied statistical reasoning through hands-on training in the most widely used tools, including Excel, Python, SQL, Tableau, and Power BI.
- Used real data from local companies in a variety of problem domains, such as healthcare, financial services, digital marketing, supply chain, and retail, students will gain practical experience in all stages of the analytics workflow.
- Presented findings via presentations and storytelling, building reports, and creating dashboards.

Feltus Hawkins Design, Nashville, TN

April 2019 – Present

Procurement

Feltus Hawkins Design is an architecture and interior architectural design firm. Using a balance of science and art, Feltus Hawkins Design designs from the inside out to unite the space and reflect the soul of an environment.

- Managed a variety of FF&E projects by supporting the needs of our clients, collaborating with design team, and ensuring installation completion. Serviced a total of 8-15 projects at any given time.
- Obtained knowledge in FF&E specifications and integration of brand standards. Managed an internal product database. Collaborated with designers on FF&E selection regarding vendor terms and conditions, costs, delivery times, and other criteria of conducting business.
- Coordinated and oversaw responsibility of FF&E installers on a local and national basis. Researched and interviewed installation companies. Requested bids based on concise project criteria enabling money savings for Feltus Hawkins Design and the client.
- Conducted courtesy calls during and after project completion to ensure client satisfaction and occasionally generated additional orders. Prepared project close outs to present to design team, executive staff, and final closing with controller.

Adriana Hoyos Furnishings, Miami, FL

October 2017 – April 2019

National Sales Manager at AHUS INC

Vertically integrated furniture manufacturer, with facilities in Quito, Ecuador and USA headquarters in Miami, Florida. Family owned and operated, the brand was created on the principles of offering unique and stylized products with great added value that enhances spaces with sophisticated comfort.

- Identified trends and overall health of accounts using sales analytics, research of regional design trends, Kanban boards, self-created databases and internal programs.
- Analyzed and updated pricing structure based on qualifications and consideration of the client's scale of business resulting in an increase of sales. Monitored all outside and in-house sales personnel commission codes for accuracy.
- Ensured products were manufactured according to customer's specifications. This involved acute attention to detail and close communication with production site in Ecuador, the customer, and in some cases the mutual client.
- Designed physical and digital marketing materials highlighting key product indicators for in store promotions, trade show events, and email outreach.

Electro USA, Doral, FL

April 2016 – May 2017

Product Specialist and Sales with Electro USA

A unique provider of luxury electronics for independent retail chains, airport stores, duty free shops and various reward and incentive programs. Electro USA offers supply chain management electronics on branded consumer electronics.

- Launched in house B2C operations in a B2B establishment. Maintained profitability and quality of customer satisfaction for various e-commerce marketplaces. This included merchant fulfilled and dropship functioning sites such as Amazon, eBay, and Zulily.
- Analyzed e-commerce and seasonal retail trends by tracking previous sales data, new product releases, exclusive markets

expansions, and identifying competitive merchandise to improve margins using Qlikview, Excel, and industry media such as product publications, reviews, and trade shows.

- Collaborated with vendors and marketplace executives to present high ranked merchandise to the consumer public. Created events, subsidized promotions, and exclusive offers during holiday season, and aggressively selling through aged inventory.
- Continuously stayed abreast of trends in competitive markets by attending conferences, trade shows, and conducting market analysis.

Assistant Buyer with Century Marketing Group / MCH Rewards

- Oversaw all distribution to customer accounts fulfilling employee rewards, corporate incentives, giveaway merchandise, and individual executive purchases and B2B transactions.
- Pursued both customers and vendors of interest. Developed and maintained strong relationships with customers and vendors.
- Communicated with vendors and sales representatives to market and purchase during promotional periods to maximize sales and move excess inventory.

West Elm, Miami, FL

July 2008 – September 2016

Furniture Sales Associate, In-home Design Consultant

Chain retailer offering a huge selection of modern furniture, home accessories & kitchen items. West Elm offers modern furniture and home decor featuring inspiring designs and colors. Create a stylish space with home accessories from West Elm.

- Offered a high level of design expertise, product knowledge, and transaction services for all West Elm clients. Met credit card and sales quota while effectively retaining client contact credentials to execute follow-ups generating return customers.
- Scheduled in-home design consultations and facilitated customer purchases according to individual specifications and preferences. Organized and hosted special events with local businesses, corporate guests, designers, and customers.
- Assisted visual manager to with installations, rework aging inventory and refresh areas of opportunity within the store. Performed daily operations functions ensuring company standards and policies were met for store opening and closing.
- Member of West Elm Million dollar sales club 2011

Deal Partners / Hamann Consulting, Doral, FL

June 2015 – April 2016

Operations Manager with Deal Partners

Deal Partners is a fast-growing wholesale and re-marketing company who assist clients develop a sell-through strategy across multiple channels including regional retail, e-tail, TV shopping and export. Deal Partners focuses on three main service offerings: deal placement, manufacturer representation, and re-marketing.

- Developed company standard operating procedures and monitored productivity, efficiency and profitability.
- Managed, trained, and tended a small staff of employees, a range of third-party services, vendor contacts, and customers.
- Purchased materials and sustained inventory systems, accounting records, profit and loss analysis reports, and inventory audits to ensure business proficiency with Excel.

Key Account Manager with Hamann Consulting

- Represented vendor product programs to established customer channels including e-commerce businesses, bricks and mortar retail locations, and trade show presentations. Worked with retailers such as Tiger Direct, Staples, Best Buy, and Brandsmart.
- Analyzed sales data for new and existing accounts to ensure healthy product sell through. Commenced sales campaigns and promotional events to minimize aspects of aged inventory while maintaining profitability.
- Assisted with all item indexing, system mapping, and clerical preparation on both vendor and customer end.

1Sale.com, Miami, FL

March 2012 – June 2014

Assistant Buyer in Electronics Department

1Sale.com is a daily deals affiliate marketing site. 1Sale.com successes are driven by high traffic and exceptional deals advertised on the platform with click redirection to resellers.

- Scoured the internet for market leads on relevant, high volume selling merchandise in a competitive and fast paced working environment. Worked directly under VP of Merchandising on individual B2B transactions as well as department solidarity.
- Managed over 80 vendor accounts and placed a minimum of 10 purchase orders per day. Developed and maintained a running sales report for the VP of Merchandising, category head buyers, and electronics buyers.
- Responsible for accuracy of all daily purchase requisitions. Managed purchase order processes such as SKU creation, order status, tracking, and payment verification. Monitored sell through inventory to determine stock levels and needs.
- Produced financial reports, initiated new supplier agreement processes, and built relations with suppliers to improve performance. Communicated with supplier and internal warehouse regarding delivery procedures and RMA processes.

EDUCATION

Nashville Software School, Nashville, TN

Expected Graduation May 2021

Full-Time Data Analytics Bootcamp

Florida International University, Miami, FL

Bachelor of Arts in Global and Sociocultural Studies; Invitational Scholar