BRITT PEREZ

BUSINESS ANALYST

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Graduate student in Information Systems & Business Analytics with experience in business operations, trained in SQL and Python, and focused on applying predictive analytics, forecasting, and data visualization to improve decision-making and efficiency.

EDUCATION

M.S Information Systems & Business Analytics   *2nd Year Graduate Student*

Park University, Kansas City, MO

- Coursework in Data Analysis with Python, Forecasting, Predictive Modeling, Machine Learning, Data Mining, Text Analytics, Systems Analysis and Design, and Data Architecture.
- Defense project analyzed DoD technology investments with regression, forecasting, and clustering, producing insights on funding priorities and emerging trends in AI, robotics, and cybersecurity.

B.S Military History | Cum Laude

Park University, Kansas City, MO

- Coursework in Geographic Information Systems (GIS), Military Sociology (quantitative methods), and Geography of Terrorism (spatial/statistical analysis). Thesis applied quantitative data interpretation to war and national identity formation.

TECHNICAL SKILLS

- **Programming & Analytics:** SQL, Python, Excel, JASP, Regression, Forecasting, Clustering, Predictive Analytics, Machine Learning, Statistical Analysis (ANOVA, Hypothesis Testing, Correlation)
- **Data Visualization & Business Intelligence:** Tableau, Data Visualization, Dashboard Design, Business Intelligence Reporting, Time Series Analysis
- **Data Management & Architecture:** Data Mining, Data Architecture, Data Operations, Data Cleaning & Preparation (ETL), Workflow Optimization, Process Automation, Data Quality & Governance
- **Applied Analytics Experience:** Data Import & Migration, CRM Analytics & Integration (Salesforce, HubSpot, Zendesk), Statistical Modeling, Text Analytics, API & LTI Integrations
- **Customer Success & SaaS Implementation:** Onboarding, Faculty & Student Training, SaaS Adoption & Retention, Consultative Guidance, Workflow Optimization

PROFESSIONAL EXPERIENCE

East Carolina University | Office of Global Affairs | Greenville, NC   **Fall 2024**
Technology Support Specialist & Training Coordinator (Graduate Assistant)

- Led onboarding and training programs for faculty and students on global virtual exchange platforms, integrating usage data to improve adoption and engagement.
- Analyzed technical support patterns to identify recurring issues, streamline processes, and strengthen the reliability of international education initiatives.
- Collaborated cross-functionally to develop digital resources, implement workflow optimizations, and enhance data-driven decision-making across programs.

San Diego Archaeology Center | San Diego, CA   **2023**
Digital Archivist & Project Coordinator

- Managed digitization and cataloging of archaeological datasets, ensuring accuracy, consistency, and long-term data integrity.
- Collaborated with multidisciplinary teams on data analysis projects, applying statistical methods to interpret artifact records and support research insights.
- Developed digital resources and educational content that leveraged cleaned and structured data for public and academic use.

CASEpeer | Newport Beach, CA   **2018-2021**
Customer Success Manager | Data Operations & Analytics

- Directed client data imports from legacy systems into the SaaS platform, mapping and validating datasets with clients to ensure accuracy and usability for development teams.
- Applied SQL, Excel, and HubSpot analytics to evaluate client behavior, uncover retention trends, and develop data-driven strategies that improved adoption and long-term engagement.
- Built onboarding workflows and delivered webinars that integrated analytics findings, accelerating user adoption and improving platform utilization.
- Partnered with developers and product managers to translate client data patterns into system enhancements, workflow optimizations, and product roadmap decisions.

Torklaw | Irvine, CA   **2014-2018**
Legal Case Manager | Pre-Litigation Operations Specialist

- Managed pre-litigation and litigation case workflows, working closely with clients to ensure their needs were met and facilitating communication between attorneys, clients, and insurance companies.
- Provided paralegal support in personal injury and civil litigation cases, ensuring accuracy in legal documentation, filings, and case strategy.
- Organized and led expert witness training and mechanics of injury seminars, improving legal teams' case analysis and courtroom preparedness.
- Implemented legal tech solutions to streamline case management, enhance client tracking, and identify high-value cases with strong settlement potential and commercial liability coverage.
- Led pre-litigation settlement strategy, successfully optimizing workflows to ensure the team met quarterly quotas of $500K–$1M in pre-litigation settlements.
- Developed and refined legal intake processes to improve case assessment and early-stage risk analysis, increasing efficiency in case selection and resource allocation.