

# ZAVON PASCHALL

Murrieta, CA | [Zavon123@gmail.com](mailto:Zavon123@gmail.com) | 951-553-0674 | [My LinkedIn Profile](#) | [My Project Portfolio](#)

## EXECUTIVE SUMMARY

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With a strong foundation in finance and e-commerce, I'm now eagerly transitioning into the data field, driven by a genuine passion for uncovering the stories numbers can tell. I've always been captivated by the power of data to guide decisions and shape outcomes. My skills are well-rounded in SQL, Excel/Sheets, Tableau, and Web3 visualizations, I'm ready to apply my analytical mindset in a role that demands both curiosity and precision. I'm excited to bring this blend of creativity and analytical rigor to a data-driven team that values innovative thinking!

## EDUCATION

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### California State University, San Marcos

BS in Business Administration Finance, Minors in Economics & Music Technology

San Marcos, CA

Graduation Date: May 2021

- Organization/Awards: Dean's List, Cougar Investment Fund, Sigma Chi Fraternity

## PORTFOLIO PROJECTS

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- SQL Projects: <https://github.com/ZavonPaschall/My-SQL-Projects>
- Excel Projects: <https://github.com/ZavonPaschall/My-Excel-Projects>

## WORK EXPERIENCE

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### Mortgage Loan Officer

Franklin Loan Center

May 2022 – Current

Temecula, CA

- Built and maintained Excel dashboards to track inbound lead data and key analytics, improving lead capture from 25% to 100% by leveraging data insights to optimize follow-up strategies and automate integration into our CRM.
- Transitioned from inconsistent follow-ups to a well-crafted 180-day drip email campaign, personalized to each client, complete with scheduled follow-up reminders to enhance client engagement and referral partner retention
- Collaborated closely with cross functional teams, real estate agents, and clients to streamline operations while swiftly resolve issues, achieving an impressive average loan closure time of 19 days (Industry Avg: 30-60 days)

## ENTREPRENEURIAL EXPERIENCE

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### Chief E-Commerce Officer

Beige Outlets DBA HDTV and PC Outlet

Jun 2021 – Current

Murrieta, CA

- Analyzed sales data and digital marketing performance on Amazon to optimize procurement strategies, resulting in a revenue increase of over \$350,000.
- 8 years of e-commerce management across major platforms like Amazon, Walmart, Shopify, eBay, and Newegg
- Automated data entry processes using Google Sheets for a team of up to 3 remote staff, enhancing team performance, product analysis and operational efficiency, critical for managing digital sales and marketing data

## LEADERSHIP EXPERIENCE

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### Store Manager

Budget Truck Rental

Jun 2021 – Current

Murrieta, CA

- Managed a consistently top 3 performing store in Southern California, overseeing all aspects of fleet management, team management (3-5 Staff), vehicle maintenance, and customer assistance to ensure optimal service delivery
- Successfully networked with local fleet delivery companies to drive holiday season rental business growth, resulting in a 20% increase in Q4 revenue year-over-year and expected future repeat business

### Vice President, Chief Economist

California State University, San Marcos - Cougar Investment Fund

Aug 2019 – May 2020

San Marcos, CA

- Provided insightful market analysis and forecasts in weekly presentations, guiding strategic investment decisions and demonstrating strong analytical and presentation skills
- Collaborated with the Chief Investment Officer and project management teams weekly to analyze and strategize portfolio adjustments, decisively determining the best allocation of positions within the \$200,000 investment fund

## SKILLS & INTERESTS

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**Skills:** SQL, Data Analysis, Tableau, Flipside Crypto, Excel, Data Visualization, Data Manipulation, Active Listening

**Interests:** Emerging Tech, Data Analysis, Ai Tools, Music, Blockchain, Data Storytelling, E-commerce, Web3, Sales