Alex Dance

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A maths graduate, data science, artificial intelligence, commercial and data analyst with over 15 years’ of corporate experience at Optus, Salmat, Thomson Reuters, and AT&T.Recognised for a strong ability to understand complex issues and big data and implement simple actions to drive improvements.

Currently studying Data Science and Artificial Intelligence at the Institute of Data / Uni of Technology. Available for employment from July.

# Objective: Utilise my Python, stakeholder management and business acumen skills in a data-science, artificial intelligence, modelling role to improve the outcomes for many customers.

# EDUCATION

**Data Science Certificate,** University of Technology / Institute of Data (Apr 2020 to July 2020) [www.institutedata.com](http://www.institutedata.com)

A full-time scholarship student completing a 3-month full-time course on Data Science and AI (Artificial Intelligence) specialising in Python programming. The course builds on my skills in data wrangling, database access, APIs, supervised learning (regression and classification), unsupervised learning (clustering and dimensionality reduction), deep learning, neural networks, natural language processing, web scraping, and more. Specific projects completed:

* Time-series forecasting
* Visualisation
* Predictive maintenance
* Predictive analytics

# OTHER EDUCATION and TRAINING

* **Bachelor of Mathematics**, University of Wollongong
* **Certificate IV in Frontline Management,** through employer - Salmat.
* **Six Sigma Limelight Program - Project Management**, through employer - Optus.
* Multiple other training courses sponsored by my employers.

# Technical skills

* Data Science and Artificial Intelligence (Python, Amazon(AWS))
* Programming (SQL, ETL, Visual Basic, Macros, Lavastorm/BRAINscript, SPSS)
* BI and analysis tools (Tableau, Cubes, Crystal Reports, SharePoint, Microsoft Power BI)
* Advanced Microsoft (Excel, Word, PowerPoint, ThinkCell)
* Market research, survey design and survey analysis.
* Digital Marketing (Web build, SEO, SEM, HTML, tags, Google Analytics)

# Significant Achievements

1. Awarded for excellence in project management.
2. Made significant improvements to profitability by reviewing payments and billing.
3. Took ownership for the extraction and management of all data for a high-profile campaign.
4. Transformed Business Unit from being loss-making to profitable in under 2 years.
5. Often given extra responsibility for product and business lines after completing a review and making recommendations.

**PROFESSIONAL EXPERIENCE**

**Hero Digital Marketing** ([www.herodigitalmarketing.com.au](http://www.herodigitalmarketing.com.au))

**Founder/Owner** **Aug 2016 - April 2020**

**Achievements**

1. Ran a successful digital marketing agency to help businesses effectively grow client’s revenue by 20% over 6 months by implementing advanced analytic techniques.
2. Built up a team of 6 people to support clients across electronics, finance, retail, e-commerce, service, IT, health, entertainment, property and other markets.
3. Under different brands conceived, set-up and monetised entrepreneurial businesses promoting products and services.

**Optus** (Also employed at Optus from Mar 1997 – Aug 2000) **Apr 2012 – June 2016**

### Strategy and Innovation Manager Aug 2015 – June 2016

### Built the 3-year strategy and drove an innovation program to create adjacent products to delight customers and grow revenue for the $1B Small Business division.

**Achievements**

1. Completed a significant Strategic Review that was presented to the Board and resulted in a **doubling of investment** for the business.
2. Developed a program with the objective of creating the next level of communication and technology-enabled products and services to solve customer problems and create a differentiated proposition for Optus.

### Strategy Analyst Feb 2015 – Aug 2015

As part of the strategy team, solved significant business problems, developed financial/economic models, reviewed competitors and provided industry insights.

**Achievements**

1. Developed a **framework for an innovative culture** across the organisation that was implemented
2. Completed a significant product review and set up the development of a new product suite

### Senior Business Analyst Mar 2013 – Feb 2015

Worked with multiple stakeholders and interrogated big data to drive insights for new and existing products to ensure correct billing, and the elimination of fraud.

**Achievements**

1. **Saved $8M** by uncovering overpayments and incorrect payments to customers.
2. A**warded** Lean Six Sigma ‘Best Limelighter of the Year’ for excellence in Project Management.

### Commercial Manager Apr 2012 – Mar 2013

### For the prepaid distribution channel, managed a team of analysts to provide insights and evaluate initiatives.

**Achievements**

1. **Saved over $1M pa** by recommending and implementing the shutdown of the declining and loss-making calling card business.
2. **Transformed the business** by recommending insource the distribution model for the sales and support functions, which **saved over $2M pa** and gave more control to react quickly to market changes.

**Salmat** ([www.salmat.com.au](http://www.salmat.com.au)) **July 2008 – Feb 2012**

Salmat was Australia's leading marketing services provider specialising in targeted customer communication, generating $900M in revenues and employing over 7,000 people.

### Analytics and Campaign Strategy Manager Oct 2010 – Feb 2012

### Managed a team of 13 (8 direct reports and a further 5 indirect reports) to oversee the analysis of customer information (including the largest loyalty program in the country).

1. Contributed towards the Business Unit transforming from loss making to being profitable and awarded Business Unit of the year.
2. Given extra responsibility of managing the mapping team, one of the largest clients and some supplier relationships.

### Commercial Manager / Commercial Analyst July 2008 – Sept 2010

Commercial analysis and project management for a $400M and 1,000 people business.

1. Achieved savings of $1.1M in 08/09 and $1.9M in 09/10 through data reviews and recommendations. Was given the extra responsibility for managing the Commercial Management for all requirements of the ACT branch, the Print on Demand division and working for the CEO office.

**Thomson Reuters** ([www.thomsonreuters.com.au](http://www.thomsonreuters.com.au)) **July 2005 – July 2008**

Thomson Reuters offer information services for professionals.

##### **Commercial Analyst / Product Manager – Export**

1. Achieved over $700K pa of ongoing extra revenue through multiple recommendations which included building high quality and timely financial models, put together business cases, completed forecasts, reports, budgets, pricing models, monitored market size and provided segmentation reviews.
2. Was given extra responsibility for managing export channel after reviewing and making recommendations.

**Pathfinder Solutions** **Jan 2004 – Jan 2005**

Pathfinder solutions provided predictive analytics, segmentation, specialised information and mapping solutions for clients.

### Business Consultant

1. Achieved sales targets through new and existing clients using advanced analytic techniques.

**AT&T** ([www.att.com](http://www.att.com)) **Aug 2000 – Dec 2003**

**Business Analyst / New Business Manager** (A dual role)

1. Achieved over $2M of improvements through analysing customers’ changing buying patterns.
2. Released successful new products to the Australian market place

**Optus** (Also employed at Optus from Apr 2012 – June 2016) **Mar 1997 – Aug 2000**

1. **Finance Executive**, November 99-August 2000
2. **Business Analyst**, June 98-October 99
3. **Rating Co-ordinator**, March 97-May 98

# REEFERES Available upon request

# INTERESTS

# I have been married for over 20 years and have 2 teenage children. I like cycling with mates, stand up paddle boarding, playing tennis, reading and catching up with friends. I have been a coach and manager of my son’s soccer team and was an assistant scout leader.