

# Calum Boone

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## profile

Versatile professional with experience in data analysis and an eye for innovative solutions. Skilled in analytical thinking, commercial/product strategy, and digital marketing, I am eager to contribute to product strategies and deliver exceptional end-user experiences.

In my downtime, you'll find me creating music, diving into design projects, enjoying live sports, and shooting concert images.

## education

2018 — 2022 | Boston, MA  
**Northeastern University**  
Bachelor of Science  
Business Administration and Design

## skills

### creative & design

Photoshop • Illustrator • InDesign  
• Lightroom • Premiere Pro • After Effects • Figma • Canva • FL Studio • Davinci Resolve

### management & analytics

Google Suite • Excel (advanced) • Microsoft Office Suite • JIRA • Asana  
• Notion • Visier • Salesforce • Looker/ Looker Studio • Google BigQuery  
• Joomla • Sprout Social • SPSS • Google Analytics • Google Apps Script

### computation & programming

SQL • HTML • CSS • JavaScript • ReactJS • D3.js • Java (basic)

## experience

### Co-founder, COO

Soundsteer Corp.  
September 2023 – Current

### Sales Operations Analyst

Wayfair  
Boston, MA  
August 2022 – July 2023

### Digital Marketing Co-op

Natixis Investment Managers  
Boston, MA  
January 2021 – July 2021

### Design Intern

New York Brand Studios  
Toronto, ON, CAN  
June 2019 – August 2019

### Flexible Fulfillment Team

#### Member

Target  
Cherry Hill, NJ  
June – August 2018

*Soundsteer is a web platform providing new artists with the tools they need to help grow their careers. This project is in the development stage.*

- Developed ETL pipeline entirely in Google Sheets for QA program from 120+ tabs across 50 sheets, further enabled reporting capabilities for 2 other B2B QA programs.
- Cleaned over 27,000 reports and 500 folders in Salesforce, reducing volume by ~85%. Created a centralized repository for Sales agents.
- Maintained agent queue for Salesforce issues, triaging tickets between engineering teams and other ops. teams.
- Pulled monthly KPI reports and helped develop new KPIs for sales agent web activity and QA program health.

- Managed scheduling of social media content. Automated a previously manual process to retrieve the weekly posts and apply google analytics tracking tags.
- Updated and maintained the website, such as posting articles, expanding on the Separately Managed Account offerings, developing site templates for SMA products, and implementing any organizational changes.
- Posted and updated monthly and quarterly holdings documents. Assisted in automating the process for updating all legal documents for the funds.

- Managed the shipping and storage of production and advertising samples, as well as updating and automating the shipping process.
- Updated the internal production tracker for Q1, including adding data analysis ability and creating more usability.
- Compiled a report of over 190 failed inspections and provided key analysis showing the issues.
- Assisted in ordering and storage of over 600 advertising samples for quarterly photoshoot, as well as communicating with vendors to ensure delivery.

- Fulfilled all aspects of online orders & in-store pickups.
- Occasionally responsible for back stocking, price changes, assisting customers on the floor, special projects, closing, and backroom cleanliness.