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 • HubSpot • Visier • Salesforce.com • Looker/Looker Studio • Google BigQuery • Joomla • Sprout Social • SPSS • Google Analytics • Google Apps Script • Resend • MailChimp

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

experience

Co-founder
Soundsteer Corp.
June 2023 – Current

Soundsteer is a digital/social media marketing & mangement platform providing independent musicians with the tools they need to help grow their careers. This project is in the closed beta stage.

Operations Analyst
Customer Interactions
Wayfair
Boston, MA
August 2022 – July 2023

Member of Sales Enablement team improving customer journey across B2B business unit.
- Influenced development of new KPIs for sales agent web activity to optimize customer spend.
- Took intiative to automate customer contact QA programs by automating data consolidation and reporting across thousands of interactions.
- Drove "clean-up" Salesforce.com (over 27,000 reports, 500 folders), reducing reports by ~85%.
- Created a centralized reporting repository for Sales team.
- Provided support for Salesforce.com queue across all sales programs; resolved issues, triaged tickets between engineering and other teams.

Digital Marketing Co-op
Natixis Investment Managers
Boston, MA
January 2021 – July 2021

Natixis IM is a leading global asset manager.
- Managed scheduling of social media content.
- Automated a previously manual process to retrieve the weekly posts and apply google analytics tags.
- Updated and maintained the website, such as posting articles, expanding on the Separately Managed Account offerings, developed site templates for SMA products, and implemented any organizational changes.
- Posted and updated monthly and quarterly holdings documents, ensuring compliance with all federal and state regulations. Assisted in automating the process for updating all legal documents for the funds.

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

New York Brand Studios is a premiere global private label fashion design house.
- Managed communications with 50+ vendors to coordinate ordering and storage of over 600 advertising samples for quarterly photoshoot.
- Updated the internal production tracker for Q1, including adding data analysis ability and improving usability.
- Managed the shipping and storage of production and advertising samples, as well as updating and automating the shipping proces.
- Compiled a report of over 190 failed offshore inspections and provided key analysis showing the issues and potential resolutions.