

Chad Williams

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EDUCATION

Bachelor Of Business Administration in Management Information Systems
Florida Atlantic University

August 2022
Boca Raton, FL

OBJECTIVE

Seeking a position in data analytics where I can apply my strong technical and analytical skills and my background in Management Information Systems. I am eager to contribute to an organization that values growth and professional development, as I am committed to continual learning and expansion of my data analytics expertise.

TECHNICAL SKILLS

Python, SQL, Java, SQL Server Management Studio, NumPy, Pandas, Data Visualization (Tableau), Excel, Wireshark, R

CERTIFICATIONS

Codecademy

- Learn Tableau for Data Visualization Course - The basics of setting up data in Tableau

April 2023

Codecademy

- Learn SQL Course

May 2023

WORK EXPERIENCE

Data Specialist

April 2023-Present

Landfall Media Group

Boca Raton, FL

- Generate and manage high-quality leads across various industries through market research and optimization of lead generation strategies.
- Assist to maintain and optimize the company's extensive databases, ensuring data accuracy.
- Assist in developing marketing strategies to promote our services and forge new partnerships.

Product Specialist/Genius

May 2021 – April 2023

Vista BMW

Coconut Creek, FL

- Assisted clients to provide a pressure-free ownership experience. One that helps guests better understand the operation, benefits and value of BMW innovations and engineering advantages. This higher degree of understanding helped guests better appreciate their vehicles, which in turn created a stronger emotional connection to the brand.
- Acquired and maintained total product knowledge on all vehicles and understands competitors' vehicle features and benefits.
- Trained and provided coaching to 2 junior team members

Inventory Coordinator

November 2019- May 2021

Vista BMW

Coconut Creek, FL

- Generated Spreadsheets and procedures to ensure ease of transition while gaining useful experience in multiple dealership software systems during heavy tilting and processing periods (CDK, KeyReader, TSD Loaner, KEY per Management, XTime, and MyKaarma)
- Performed full inventory counts every 3 days
- Created databases and spreadsheets to improve inventory management accuracy 20%

Marketing Director

March 2018- May 2022

SoftwareYourWay

Coral Springs, FL

- Overseen and grew the marketing department, while consistently identifying revenue opportunities within our established client base and managing consistent growth by securing new accounts.
- Developed and implemented marketing plans, including promotional calendars and programs, new product introductions and other marketing projects.
- Managed databases with Access and SQL server management studio
- Testing of software before pushing into production
- Help desk and issue tracking for clientele

RELEVANT COURSEWORK

- *Advanced Business Analytics* – Gained proficiency in Python and R, mastering techniques in data mining, text mining, and web visualization
- *Advanced Systems Analysis and Design* – Learned techniques for analyzing, designing, managing, constructing, selecting software packages, and maintaining information systems.
- *Data Mining Predictive Analytics* – Developed skills in business intelligence and data analysis techniques for making informed business decisions.
- Other relevant coursework: Business Data Communications, Database Management Systems, Management Information Systems