

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, R, Tableau, Excel

CERTIFICATIONS

- | | |
|---|---------------|
| Google | December 2023 |
| • Google Data Analytics Certificate | |
| Codecademy | May 2023 |
| • Learn SQL Course | |
| Codecademy | April 2023 |
| • Learn Tableau for Data Visualization Course | |

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