***Che Diaz Fadel***

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# ***EXPERIENCE:***

## Freezing Point, LLC Salt Lake City, Utah | May 2019 - Present

## ***Lead Business Intelligence/Data Analyst***

## *Developed machine learning model which predicts profitability of prospective customers with 78% accuracy and identified 2400 high-value prospects totaling 24% potential increase in annual revenue.*

* *Created predictive forecasting algorithm using historical sales data which identifies customers whose machines require service resulting in a 32% accuracy increase over previous method.*
* *Designed in-store audits and reporting tools to identify capital capacity for large national convenience store chains enabling sales team to swiftly define and close contracts for 1200 stores.*
* *Leveraged APIs from U.S. Census Bureau, NOAA, and Google Maps to:*
  + *Determine for thousands of potential customers in a matter of minutes the closest service center and subsequent drive time to avoid unacceptably costly service requirements.*
  + *Acquire phone numbers of customers’ stores enabling internal teams and our partners to more quickly and reliably get in contact with proper personnel.*
  + *Collect data useful for analysis e.g. store ratings/reviews, density of convenience stores in an arbitrary radius, proximity to other points of interest, correlation of weather trends and product sales, regional/demographic product preferences, etc.*
* *Built automatically updated web applications, dashboards, reports, and analyses across all departments allowing impact driven insights to always be accessible and current.*

## Emperitas, LLC Salt Lake City, Utah | May 2018 – February 2019

## ***Business Development Manager***

## *Created new sales pipeline and outreach strategy which decreased the cost of appointment setting by ~60%.*

## *Managed all outreach operations, including: shipping fulfillment, inventory management, lead generation, prospect qualification, and appointment setting.*

## *Designed new sales and marketing collateral which aligned more clearly with previous branding efforts which resulted in an over 100% response rate increase from prospective clients.*

## *Spoke at Utah’s largest digital media conference where I pitched our company’s services.*

## ***Market Researcher*** January 2017 – May 2018

* *Gathered, analyzed, and presented market data used for both internal purposes and for client accounts.*
* *Provided market and competitive intelligence to improve inter-departmental operations and budget for multiple B2B and B2C organizations.*
* *Developed valuable proficiency in analytics and statistical coding (R, RStudio).*
* *Conducted 12 in-depth interviews with various industry experts as part of our primary research we provide to clients.*

# ***EDUCATION****:*

## University of Utah Fall 2012-Spring 2018

* Bachelor of Science, Economics
* Business Minor
* Dean’s List
* Published in Undergraduate Research Journal

## Judge Memorial 2009-2012

## Catholic High School

* Academic Honor Roll
* Lettered in “Africa Outreach” for volunteer efforts abroad.

# ***INTERESTS AND SKILLS:***

Advanced statistical computing and programming in R

High proficiency in Microsoft Office Suite, Tableau

Engaging public speaking/presentation skills

Deeply fascinated with understanding new topics to broaden my skill set and committed to life-long learning