

# CAMERON WATTS

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## EDUCATION

### University of South Florida

August 2022 - May 2026

Bachelor's, Business Analytics and Information Systems

GPA: 3.54

- Relevant Coursework: Statistics II, Information Systems in Organizations, Principles of Finance, Systems Analysis and Design, Operations and Supply Chain Management, Business Data Communications, Business Application Development

## PROFESSIONAL EXPERIENCE

### Freedom Boat Club

Tampa, FL, USA

Dockmaster

January 2025 - Present

- Manage scheduling and logistics for club boats, optimizing turnaround times and operational efficiency.
- Analyze customer feedback to improve service quality and address workflow challenges, ensuring smoother operations.
- Develop and implement process improvements, streamlining operations to reduce downtime and enhance service levels.

### Sigma Phi Epsilon, Florida Iota

Tampa, FL, USA

Vice President of Communications

November 2023 - December 2024

- Led data-driven marketing strategies to enhance visibility, increase engagement, and drive social media growth.
- Spearheaded a philanthropy campaign that raised \$2,000+ for men's mental health through targeted fundraising efforts.
- Managed fundraising analytics, optimizing donor outreach and increasing contributions by 20%.

### School Street Dermatology

Pawtucket, RI, USA

Data Analyst Intern

May 2024 - August 2024

- Conducted data analysis on patient satisfaction surveys to uncover trends and optimize decision-making.
- Developed interactive Tableau dashboards visualizing key performance metrics for executive reporting.
- Automated data collection workflows using SQL and Excel, improving efficiency and increasing reporting accuracy by 30%.

### Surf Club, University of South Florida

Tampa, FL, USA

Risk Manager

August 2022 - April 2024

- Implemented data-driven risk assessments, reducing incidents and ensuring compliance with safety protocols.
- Managed incident tracking using historical data to predict and prevent potential risks, enhancing overall safety.
- Collaborated cross-functionally with various departments, ensuring seamless club operations and event logistics.

## AWARDS & CERTIFICATIONS

### Google Data Analytics Professional Certificate – Coursera

July 24, 2024

Completed an 8-course program covering SQL, R, Excel, Tableau, data cleaning, data visualization, statistical analysis, and business intelligence. Applied ETL processes, data wrangling, and dashboard creation to analyze real-world datasets through hands-on projects.

### Certificate for Outstanding Academic Achievement in Financial Accounting – Awarded by Beta Alpha Psi

April 8, 2024

Attended the Honors Banquet, recognizing top-performing accounting scholars for exceptional academic performance.

## PROJECTS & CASE STUDIES

### Amazon Sales Analytics Case Study

Self-Directed Project | SQL, Excel, Power BI

- Analyzed Amazon listings with Excel and SQL to uncover trends in pricing, reviews, and category performance.
- Designed an interactive Power BI dashboard with KPIs, dynamic filters, and visual storytelling to highlight key patterns.
- Delivered insights showing a correlation between discount percentage and review volume, with electronics leading in revenue.

### Retail Performance & Trend Analysis Case Study

Self-Directed Project | Excel, Tableau

- Conducted regional sales analysis to uncover key insights and drive strategic decisions in the Western US market.
- Developed an interactive Tableau dashboard featuring bar graphs, treemaps, and profit maps to visualize sales trends.
- Utilized Excel functions like VLOOKUP, pivot tables, and conditional formatting to identify outliers and analyze data.

## SKILLS

**Technical Skills:** Microsoft Excel, SQL, Power BI, Tableau, Microsoft Office, R (Foundational Knowledge), HTML/CSS, JavaScript

**Soft Skills:** Problem Solving, Leadership, Collaboration, Critical Thinking, Adaptability, Interpersonal Communication