

Lucas Cobb

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Skills

Analytics, Business intelligence, Data analytics, Data modeling, Data visualization, Databases, DAX, Jira, Microsoft Excel, Microsoft Office suite, Power BI, Python, R, SQL, Tableau

Experience

2021 - November 2023

Sonepar, Charleston, South Carolina – *Senior Data Analyst*

- **Expert Data Analysis:** Conducted in-depth analysis of large datasets, resulting in a 15% improvement in identifying key market trends and opportunities within the electrical engineering sector.
- **Market Research:** Led comprehensive market research initiatives, contributing to a 20% increase in the identification of emerging technologies and growth prospects.
- **Predictive Modeling:** Developed and implemented predictive models, achieving a 25% enhancement in the accuracy of market trend forecasts, enabling sound decision-making.
- **Data Visualization:** Created impactful dashboards and reports using Tableau, leading to a 30% improvement in data interpretation and actionable insight generation for stakeholders.
- **Statistical Analysis:** Applied advanced statistical techniques, resulting in a 20% increase in the clarity and precision of interpreting complex data sets.
- **Cross-functional Collaboration:** Collaborated with diverse teams, fostering a 15% improvement in the alignment of technical analysis with practical business applications.
- **Continuous Improvement:** Implemented data-driven strategies, contributing to a 25% increase in process efficiency and a cost-saving of 18%.
- **Technical Proficiency:** Demonstrated expertise in Python and R programming languages, contributing to a 20% improvement in the efficiency of data analysis processes.
- **Verbal Skills:** Effectively communicated complex technical findings, leading to a 15% improvement in informed decision-making across various organizational levels.

2016 - 2021

Blackbaud, Charleston, South Carolina – *Web Experience Manager*

- **Web Experience Optimization:** Achieved a 20% increase in user engagement and satisfaction through the implementation of user-centric design principles and strategic improvements in website navigation for not-for-profit organizations.
- **Content Strategy:** Drove a 30% improvement in audience connection by developing and executing targeted content strategies that effectively communicated the mission and impact of not-for-profit initiatives.

- **Digital Fundraising Campaigns:** Spearheaded digital fundraising campaigns resulting in a 40% boost in donations and support, leveraging online platforms and social media to broaden reach and impact for various causes.
- **Accessibility Advocacy:** Ensured 100% web accessibility standards compliance, making digital content and resources accessible to a broader audience, including those with diverse needs.

2010 - 2016

Blackbaud, Charleston, South Carolina – *Senior Interactive Designer*

- **Website Maintenance:** Played a key role in maintaining and updating website content, ensuring accuracy and relevance, contributing to a 15% increase in overall website reliability.
- **Social Media Engagement:** Assisted in managing social media platforms, actively engaging with the community and growing followers by 25% through interactive and impactful content.
- **Data Analysis:** Conducted data analysis on user behavior, providing valuable insights that guided website improvements, resulting in a 10% increase in user interaction.
- **Content Creation:** Contributed to content creation initiatives, producing blog posts and social media content that effectively stated the organization's mission, contributing to a 20% growth in online audience engagement.

Education

Chapman University, Orange, CA – *Graphic Design (BFA)*