

# FIRST LAST

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## PROFESSIONAL EXPERIENCE

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Resume Worded, New York, NY

2020 – Present

### Technical Business Analyst

- Leveraged evidence-based research methodology (interviews, user shadowing, requirements workshops, surveys, and use scenarios), future-focused industry research, and design thinking facilitation techniques to elicit latent user needs
- Developed dashboards containing performance metrics to global and local senior management teams; dashboards used by 30+ executives
- Facilitated three design thinking workshops for end users to identify use cases and develop business requirements
- Bullet points should be in format [Action Verb] [Accomplishment] [Metric]

Growthsi, San Diego, CA

2016 – 2020

### Senior IT Analyst

#### IT Business Analyst

- Promoted within 18 months due to strong performance and organizational impact (one year ahead of schedule)
- Led project to increase conversion rate of mobile app; analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x and decreased drop off rate by 30%
- Led the transition to a paperless practice by implementing an electronic booking system and a faster, safer and more accurate business system; reduced cost of labor by 30% and office overhead by 10%
- Coached 30 summer interns and launched a mentorship program for new joiners in the Berlin office

Rofocus, New York, NY

2012 – 2016

### Functional Analyst

- Designed, executed, and optimized digital marketing campaign on Google AdWords; led to 20% increase in ROI
- Managed redevelopment of internal tracking system in use by 125 employees, resulting in 20+ new features, reduction of 20% in save/load time and 15% operation time
- **Tip to jobseeker:** Bullet points should be in format [Action Verb] [Accomplishment] [Metric]; e.g. Developed x that led to y% improvement

## EDUCATION

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Resume Worded University, San Francisco, CA

2012

### Bachelor of Electrical Engineering

- Awards: Resume Worded Teaching Fellow (only 5 awarded to class), Dean's List 2012 (Top 10%)
- Completed one-year study abroad with Singapore University

## SKILLS & OTHER

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**Skills:** Advanced in SQL, Visual Basic, Python and Jira; Strong understanding of Data Visualization, Tableau and Agile Methodologies

**Volunteering:** Volunteer 20 hours/month at the ABC foundation, leading data science projects  
Projects: Grew personal blog to 10,000 unique visitors a month in six months, using a mix of organic and paid marketing; [1-2 lines on a project; use relevant keywords]