Alphonso Schaden

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Experience

Business Analyst – Business Analyst, *Dallas*   06/2013 – Present

- Analyzed the pacing, ROAS (recoup on ad spend), and ROI of ad spend to provide real-time feedback on issues or opportunities for scaling
- Built and maintained UA dashboards based on the internal stakeholder's needs
- Continued building BI support based on the evolving business needs
- Developed & implemented scorecards & communication routines against key brands and initiatives
- Developed and analyzed experiments to increase acquisition and ROI
- Developed dashboards to track category and program performance
- Established and reported on metrics of assigned projects to gauge business value
- Leveraged synthesized insights to define key takeaways
- Managed & synthesized diverse internal and external data sources to identify key brand trends
- Mentored other analysts in developing/honing business knowledge and analytical skills
- Performed research and/or analysis within assigned projects
- Planned and led all phases of a project's life cycle
- Provided data insights & formulate ongoing actionable recommendations for the team
- Recommended action plans to drive profitable growth for Customers and KO
- Recommended changes to the allocation of the marketing budget based on data analysis
- Recommended process improvements and made final project recommendations that impacted the business
- Reviewed data that provided attributes to make informed decisions regarding category performance
- Served as a liaison between BI and UA
- Served as a subject matter expert
- Served as liaison between merchandising and finance by facilitating meetings
- Supported Marketing organization in development & analysis of incidence dashboards and tracking tools
- Supported the user acquisition team with proactive media buying decisions
- Worked closely with internal stakeholders

Education

Academy of Art University   2010 – 2013