MICHEAL POLLARD

Junior Business Analyst - Providing Data Management and Analysis for Strategic Decision-Making

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SUMMARY

Junior Business Analyst with 3+ of years of experience in customer-focused, dynamic environment. Highly apt at seeing beyond the numbers to provide systematic solutions to increase profit margins by an AVG of 20K/ year. Ability to listen with intent to the customer problems to gather data and find solutions to individual problems. Built a 5000+ customer database through the years, based on loyalty and respect.

EXPERIENCE

Junior Business Analyst

Carroll   📅 2020 - Ongoing   📍 Dallas, TX

Carroll is the global leader in cloud-based sales, marketing, learning, and customer experience solutions.

- Increased gross revenue of 15% in 2021 (compared to 2020) with no change to fixed costs with data-oriented, customer-centric solutions
- Automated manual review process using excel that saved around 1- hour of work per week
- Expanded BI Audience by an additional 200+ users by offering new insights and features to the business

Research Associate & Intern Business Analyst

Grimes   📅 2019 - 2020   📍 Dallas, TX

Grimes is the alternative within top-tier executive search and part of the global top-10 executive search firm TRANSEARCH International - one of the leading executive search and leadership advisory organizations in the world.

- Improved internal processes by creating manuals to cut back on training time by 30%
- Reduced IPS (Customer Issues) by 2.2% while impacting merely 3% of GMV
- Supported sales to achieve 132% and 162% quota in 2019 and 2020

Sales Associate

Borer Ltd   📅 2018 - 2019   📍 Bronx. NY

Borer Ltd is an affiliate brand mainly focused on audience based programmatic display marketing.

- Exceeded the incremental spend target by 120% due to providing personalized and customer-focused information
- Turned 2500+ cold leads into customers by offering them solutions to their problems and listening carefully to their concerns
- Helped with 150+ product launches by making cold calls, collecting and analyzing customer data

TRAINING / COURSES

Microsoft Excel Expert (Excel and Excel 2019)
Microsoft

Data Analysis for Decision-Making
edX

Google Data Analytics Professional Certificate
Coursera

SKILLS

BI   Data Analysis   MSO

Client Management   Sales Targets

Cold Calling   Lead Generation

EDUCATION

Bachelor of Science in Business and Political Economy

New York University

📅 2014 - 2018   📍 Manhattan, NY

STRENGTHS

Data Management
Systematic approach towards systematizing and analyzing data with Macros in Excel. Providing growth-focused solutions, increasing profit margins by at least 25%/ year.

Customer Growth by 15K/ Year
Knowledge of specific niches to implement business growth solutions: from product launches to lead generation. Accumulating a loyal customer base, responsible for the 30% expansion of the business within the past year.

Product Expansion
Using systematized data to provide opportunities with a focus on enhancing the overall customer experience by an annual AVG of 65%.

ACHIEVEMENTS

Successful launch of 100+ new products
Solely through the past 2 years, have provided data-focused solutions to increase sales on new unites by 45%.

High Achiever Q4 2021
Received the company-wide recognition for helping the sales team surpass their targets by 150%.