

# William Kaye

## Business Analyst

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A motivated business analyst with 4+ years of experience. Eager to aid Arkham Technologies in solving industry problems, as well as crafting and executing strategic initiatives. In previous roles saved \$0.5 million by redesigning a client's data system, and identified a bottleneck generating 20% loss of revenue.

## Experience

2016 - 2017

### Senior Business Analyst

*Xytras Media Inc.*

- Developed user stories and to-be process flows to support the design and development of Salesforce solutions for the clients.
- Worked collaboratively with team members to design solutions that met clients' business requirements and fulfill user stories.
- Participated in key meetings with clients including requirement sessions, system demos, user acceptance testing, and end-user training.
- Configured Salesforce and other CRM products (including workflows, validation rules, and security controls).

#### Key achievements:

- Led a team assigned to a \$5M project that delivered an enterprise data warehouse.
- Saved \$0.5 million by redesigning a client's data system.

2014 - 2016

### Junior Business Analyst

*LaBeouf & Wheaton*

- Supported the development of sales and operations strategy, setting priorities and executing operational plans.
- Engaged and worked with 3 aligned teams (sales, account management, and operations) to more effectively achieve data needs and analysis results.
- Managed 5 concurrent projects and drove them to completion with minimal guidance.
- Drove process improvement and managed all aspects of Salesforce CRM (incl. workflow, reporting, data integrity, and maintenance).

#### Key achievement:

- Developed and maintained sales analytics reports and dashboards to provide actionable insights that support data-driven decision-making for the sales and executive leadership teams. Identified a bottleneck generating 20% loss of revenue.

## Education

2008

### BA, Business Economics, University of California, Los Angeles UCLA

GPA: 3.9

#### Relevant coursework:

- Economics 106
- Management 180
- English Composition 131B

## Certificates

Business Analytics Certificate—Stanford University

Level 3 Certified Business Analysis Professional (CBAP)