

Egon Bohler

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Work Experience

JP Morgan Chase & Co. | Columbus, OH | Chase Leadership Development Program Analyst

Rotation 3: Branch Branding – Consumer & Community Banking

Jan. 2016 - Present

- Identified short term solution to save \$76K+ annually on in-branch music to address cost-savings pressures. Developing long-term strategy by researching potential vendors, identifying capabilities, and weighing benefits against costs of switching
- Developed excel database to guide strategy for window marketing support based on financial metrics, transaction volume and more. Expanding the database for future programs using Microsoft Access, VBA and SQL to help tailor recommended sites to the business goals of the campaign through a user friendly experience
- Leading effort to remove temporary signage from Chase Private Client branches, eliminating a known compliance issue, and install permanent CPC signage in branches that do not yet have it
- Coordinating with Branch & ATM Innovations team to develop and launch a pilot to integrate in-branch customer queueing and dynamic digital marketing content

Rotation 2: Branch & ATM Innovations – Consumer & Community Banking

Apr. 2015 – Dec. 2015

- Developed recommendation for multi-year strategy roadmap for eATM Tablet platform and communicated to management to successfully obtain buy-in
- Constructed data-driven recommendation to discontinue public Wi-Fi pilot, eliminating \$174K of expense annually
- Assisted in developing high level business requirements and user experience design for items on the eATM Tablet roadmap
- Managed vendor relations and third party oversight for all Comfort Zone, eATM tablet and Public Wi-Fi related engagements. Solved a multi-year billing dispute for a vendor
- Developed and refined visual communication skills through deck creation, advancing projects including: eATM Tablet, Comfort Zone Tablet, Public Wi-Fi and Intelligent Search

Rotation 1: Cross LOB Deepening – Consumer & Community Banking

Aug. 2014 – Apr. 2015

- Forecasted and reported account production for Cross LOB program using excel model, providing insights on both digital and traditional communication channels to affect future program strategy
- Analyzed trends for Cross LOB advertisements on chase.com, tracking impression volume, click-through ratio, and provided cause-effect explanations when irregularities were observed
- Partnered with marketing analytics teams to strategize planned learnings, forecast response, and size expected return on investment for upcoming programs by incorporating knowledge from past campaigns

JP Morgan Chase & Co. | Columbus, OH | Chase Leadership Development Program Summer Analyst

Branch Administration: Systems Automation – Consumer & Community Banking

Summer 2013

- Used SQL to research and submit recommendation to upper management regarding branch teller and banker web permissions, affecting branch personnel nation wide
- Supported web applications used by all branch employees including tools for customer relationship management, basic transaction processes, and more advanced procedures

Designory. | Long Beach, CA | Marketing & Quality Assurance Intern

Various Account Teams

Summer 2012

- Used Google Analytics to track, report, and make recommendations to improve campaign conversion rates
- Performed quality assurance for web and iPad applications for companies such as Subaru, Infiniti & more
- Monitored brand and campaign sentiments with SalesForce Marketing Cloud social media monitoring

Education

The Ohio State University | Columbus, OH
Bachelor of Science in Business Administration
Majors: International Business, Marketing | Minor: Arabic
GPA: 3.652 (4.00 scale) | Cum Laude

May 2014

Skills

- Fully proficient in: Microsoft Office (Word, Excel, PowerPoint, Access), JIRA project management software
- Introductory experience with HTML5/CSS, Javascript, jQuery, Bootstrap, SQL, & PHP
- Some experience with Adobe Creative Suite applications including: Photoshop, Illustrator