# CV
# TEMPLATE

Faradiba Hasni Pitaloka

# First M. Last

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## EDUCATION

**RESUME WORDED UNIVERSITY**                                                                              San Francisco, CA
*Bachelor of Engineering, Major in Computer Science*                                                        Sep 2015 - May 2019
*Minors in Consumer Psychology and Mathematics*
GPA: 3.5/4.0; Dean's List 2015-2016
Relevant Coursework: Software Engineering, Operating Systems, Algorithms I & II, Artificial Intelligence,
Mathematics, Discrete Mathematics, Statistics

**RESUME WORDED HIGH SCHOOL**                                                                                    Boston, MA
International Baccalaureate: 42/45 (97th percentile globally)                                                         Aug 2015
Awards/Activities: Class Valedictorian, Cricket Varsity Captain, California Spelling Bee Finalist (1000+ participants)

## LEADERSHIP AND WORK EXPERIENCE

**RESUME WORDED UNIVERSITY**                                                                              San Francisco, CA
*Undergraduate Research Summer Intern – Computing Lab*                                                    Jun 2017 - Jul 2017
- Overhauled obsolete legacy source code of two production applications, resulting in increased usability and reduced run time performance by 50%
- 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%
- Overhauled obsolete legacy source code of two production applications, resulting in increased usability and reduced run time performance by 50%

**RW STUDENT INVESTMENT CLUB**                                                                           San Francisco, CA
*Treasurer*                                                                                                 Jun 2016 - Present
- Founded the first ever 'Business Series' to organize finance training for 500 students
- Organized and advertised 10+ quarterly networking events with 300+ participants in 3 cities in California

**GOOGLE 3-DAY HACKATHON**                                                                              San Francisco, CA
*Team Leader*                                                                                               Jun 2016 - Present
- Led team of 4 to design and implement Android application in using Java, PHP, and Angular in 3-day hackathon
- Presented demo and pitch to Google's SVP; awarded First Prize based product quality out of 50+ teams

**RW ITALIAN RESTAURANT**                                                                                       New York, NY
*Assistant Manager*                                                                                          Jul 2015 - Sep 2015
- 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%

**RESUME WORDED STUDENT NEWSPAPER**                                                                          New York, NY
*Undergraduate Editor*                                                                                      Sep 2016 - Present
- Introduced online platform enabling donations from students and alumni; secured $10,000 additional funding
- 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%

## SKILLS, ACTIVITIES AND INTERESTS

**Technical Skills**: Advanced in Java, PHP, JavaScript, HTML/CSS; Proficient in MATLAB; [Add skills from the job description – use Targeted Resume from Resume Worded to help identify the right skills to include]
**Languages**: Fluent in French, English; Conversational proficiency in Italian, German
**Activities**: Volunteered 20 hours/month at Alzheimer's Foundation (2012-2014), Varsity Soccer (Supporting Coach)
**Certifications**: Coursera Certificate in Machine Learning (2020), [other skills/keywords from job description]

# FIRST LAST

London, UK | P: +44 123456789 | first.last@resumeworded.com | linked.com/in/username

## EDUCATION

**RESUME WORDED UNIVERSITY**                                                          *Boston, MA*
*Bachelor of Engineering*                                                            *Expected May 2019*
Major in Computer Science; Minors in Mathematics and Psychology
Cumulative GPA: 3.93/4.0 [GPA only if above 3.0]; Dean's List 2015-2016
Relevant Coursework: Software Engineering; Operating Systems; Algorithms; Artificial Intelligence

**LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE**                                 *London, UK*
*Study Abroad Program in International Business and Globalization*                    *Jul 2016 - Jul 2017*

**RESUME WORDED HIGH SCHOOL**                                                        *Boston, MA*
*International Baccalaureate: 42/45 (97th percentile globally) [optional]*            *May 2015*

## WORK EXPERIENCE

**RESUME WORDED & CO.** *(8 employee venture-backed recruitment startup)*            *New York, NY*
*Software Engineering Intern*                                                        *Jun 2017 – Sep 2017*
- 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%
- Overhauled obsolete legacy source code of two production applications, resulting in increased usability and reduced run time performance by 50%
- Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x, 30% decrease in drop off rate, and 3x shares on social media

## ACTIVITIES

**RESUME WORDED FINANCE SOCIETY**                                                    *Boston, MA*
*Head of Events*                                                                     *Sep 2017 – Present*
- Founded the first ever Business Series to organize finance training for 500 students
- Organized and advertised 10+ quarterly networking events with 300+ participants in 3 universities in Boston

**RWU TENNIS SOCIETY**                                                               *Boston, MA*
*Committee Member*                                                                   *Jan 2017 – Present*
- 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%
- Organized and advertised 10+ quarterly networking events with 300+ participants in 3 cities in California

## UNIVERSITY PROJECTS

**CLASSROOM APP**                                                                    *Feb 2017*
- Designed and implemented Android application in 4-person team using Java in 3-day hackathon
- Enabled students to highlight lecture notes and ask questions to professors anonymously

**PINTOS - MODEL OPERATING SYSTEM**                                                  *Jan 2016*
- Designed and implemented Unix-based operating system in 4-person team using C++
- Awarded First Prize in Computing's Senior Design Projects (out of 100 teams)

## ADDITIONAL

**Technical Skills**: Advanced in SQL, PHP, JavaScript, HTML/CSS; Proficient in MATLAB, Python; [add keywords from the job description; use Targeted Resume to find keywords to add]
**Languages:** Fluent in French, English; Conversational Proficiency in Italian, German
**Certifications & Training:** Certified Scrum Master, Passed Resume Worded examinations
**Awards:** RW's Top 30 Under 30 (2011); Won RW's nationwide case competition out of 500+ participants (2013)

# FIRST LAST

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## EDUCATION

**RESUME WORDED MASTERS UNIVERSITY**                                                        *Boston, MA*
*Master of Science in Management with Honors; Major in Management*                              *Apr 2018*
- Bill & Melinda Gates Fellow (only 5 awarded to class), Director's List 2017 (top 10%)
- Cumulative GPA: 3.93/4.0 [Only include if above 3.0]
- Resume Worded Investment Club (Board Member), Consulting Club (Engagement Manager)

**RESUME WORDED UNIVERSITY**                                                                 *Boston, MA*
*Master of Science in Management with Honors; Major in Management*                              *Apr 2013*
- Summa Cum Laude with Honors; Cumulative GPA: 3.8/4.0; Dean's List (2010, 2011)
- President of the RW Business Networking Club (500+ members), Women's Ice Hockey Club member
- Completed one-year study abroad with Singapore University (2009)

## EXPERIENCE

**RESUME WORDED & CO.** *(50+ employee venture-backed recruitment startup)*                  *New York, NY*
*Senior Analyst, Business Development & Operations*                                     *May 2016 – May 2017*
*Business Analyst*                                                                      *Jun 2015 – May 2016*
- Managed cross-functional team of 10 in 3 locations (London, Mumbai and New York), ranging from entry-level analysts to vice presidents, and collaborated with business development, data science, and operations
- Launched Miami office with lead Director and recruited and managed new team of 10 employees; grew office revenue by 200% in first nine months (representing 20% of company revenue)
- Designed training and peer-mentoring programs for the incoming class of 25 analysts in 2017; reduced onboarding time for new hires by 50%
- Organized and advertised quarterly networking events with 500+ participants in six cities across California
- Overhauled the obsolete legacy source code of two production applications, resulting in increased usability and reduced run time performance by 50%
- Launched Miami office with lead Director and recruited and managed new team of 10 employees; grew office revenue by 200% in first nine months (representing 20% of company revenue)
- Promoted within 12 months due to strong performance and organizational impact (1 year ahead of schedule)

**INSTAMAKE** *(50+ employee venture-backed recruitment startup)*                           *New York, NY*
*Associate Product Manager*                                                             *Apr 2013 – Jun 2015*
- Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%
- Identified steps to reduce return rates by 10% resulting in an eventual $75k cost savings
- Overhauled the obsolete legacy source code of two production applications, resulting in increased usability and reduced run time performance by 50%
- Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x, 30% decrease in drop off rate, and 3x social shares

**RESUME WORDED UNIVERSITY**                                                                 *New York, NY*
*Undergraduate Research and Teaching Assistant, Computer Science*                       *June 2011 – Apr 2013*
- Overhauled obsolete legacy source code of two production applications, resulting in increased usability and reduced run time performance by 50%
- Contributed to TensorFlow, an open source machine learning library, through design discussions, code reviews, and commits; implemented ~5,000 lines of code in 6 months

## ADDITIONAL

**Technical Skills**: Advanced in SQL, PHP, JavaScript, HTML/CSS; Proficient in MATLAB, Python, [remember to add keywords and skills from the job description; use Targeted Resume to help you identify keywords]
**Languages:** Fluent in French, English; Conversational Proficiency in Italian, German
**Certifications & Training:** Certified Scrum Master, Machine Learning Stanford-202 Course
**Awards:** RW's Top 30 Under 30 (2011); Won RW's nationwide case competition out of 500+ participants (2013)

# FIRST LAST

New York, NY | P: +44 123456789 | first.last@resumeworded.com

## EDUCATION

**RESUME WORDED UNIVERSITY**                                                     Boston, MA
Bachelor of Engineering                                                     Expected May 2019
Major in Computer Science; Minors in Mathematics and Psychology
Cumulative GPA: 3.93/4.0; Dean's List 2015-2016
Relevant Coursework: Data Analysis, Software Engineering; Operating Systems; Algorithms; Artificial Intelligence

**LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE**                          New York, NY
Study Abroad Program in International Business and Globalization             Jul 2016 - Jul 2017

## WORK EXPERIENCE

**RESUME WORDED & CO.** (8 employee venture-backed recruitment startup)       New York, NY
Data Science Intern                                                        Jun 2017 – Sep 2017
- Built Tableau dashboard to visualize core business KPIs (e.g. Monthly Recurring Revenue), saving 10 hours per week of manual reporting work
- Aggregated unstructured data from 20+ sources to build the foundation of a new product; led to $100,000 in new revenue
- Designed the data pipeline architecture in team of 5 for a new product that scaled from 0 to 100,000 daily active users

**EXCITING COMPANY**                                                          New York, NY
Data Analyst Intern                                                        Jun 2016 – Sep 2016
- 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%
- Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x, 30% decrease in drop off rate, and 3x shares on social media

## UNIVERSITY PROJECTS

**RECOMMENDATION ENGINE**                                                         Feb 2017
- Designed and implemented movie recommendation application in 4-person team using Python in 3-day hackathon
- Enabled users to be recommended movies based on 50+ data points; awarded most innovative project by Google engineer

**PINTOS - MODEL OPERATING SYSTEM**                                               Jan 2016
- Designed and implemented Unix-based operating system in 4-person team using C++
- Awarded First Prize in Computing's Senior Design Projects (out of 100 teams)

## ACTIVITIES

**RESUME WORDED FINANCE SOCIETY**                                             Boston, MA
Head of Events                                                           Sep 2017 – Present
- Founded the first ever Business Series to organize finance training for 500 students
- Organized and advertised 10+ quarterly networking events with 300+ participants in 3 universities in Boston

**RWU TENNIS SOCIETY**                                                        Boston, MA
Committee Member                                                         Jan 2017 – Present
- Managed the launch of new booking system to improve organization of events; system now used across university

## ADDITIONAL

**Technical Skills**: Advanced in SQL, PHP, Javascript, HTML/CSS; Proficient in MATLAB, Python [enter keywords from job description, where relevant]
**Languages:** Fluent in French, English; Conversational Proficiency in Italian, German
**Certifications & Training:** Online Course in Management (Coursera), Passed Resume Worded examinations
**Awards:** RW's Top 30 Under 30 (2011); Won RW's nationwide case competition out of 500+ participants (2013)

# FIRST LAST NAME
## Senior Social Media Manager

New York City, NY 10000 · first.last@resumeworded.com · + 1 (212) 123-4567

## PROFESSIONAL EXPERIENCE

**RESUME WORDED**                                                      **San Francisco, CA and New York, NY**
**Senior Social Media Manager**                                                                **2019-Present**
**Search Engine Optimization (SEO) Associate**                                                    **2013-2017**

- Managed mixed teams of independent contractors and full-time employees dedicated to SEO marketing, data management and content strategy; improved employee retention by 87%
- Maintained a 90%+ rating on customer satisfaction surveys from consumers across social media platforms
- Developed and implemented a multi-channel marketing plan for existing product and new product launches; increased annual consumer memberships by 68%

*Selected Project Experience*
- Search Engine Optimization Leadership
  - Grew online sales by 47% through optimization of annual marketing budget allocation and investment into SEO team (2016)
  - Invited by different seminars within and outside the university to discuss SEO; attended by a total of 600+ SEO professionals, market analyst, and senior managers
  - Liaised with influencers and key bloggers to extend public relations initiatives; yielding 22% ROI improvements

- Launch of New AI Product
  - Integrated the developed email campaigns to the new system with the company's 900+ email list; increased open rates by 10%
  - Managed user engagement analytics strategy, responding to information requests into how users interact with our new system app; gained 38.6% increased shares on social media through focus on viral content
  - Launched Resume Worded's first Social Media Engagement Center which generated over 2000 new followers, advertisers, and readers in its first week

**GROWTHSI  New York, NY**
**Public Relations Specialists**                                                                  **2012-2013**
- Coordinated Real Estate Conference for 272 agents, brokers, and appraisers; acquired 10 high-performing brokers and increased $21,800 in monthly revenue through buyers' involvement
- Acted as a liaison between high profile investors; decreased drop-off rate by 30%
- Enhanced implementing writing standards for the web; reduced 46% of complaints received by the server
- Introduced cutting-edge marketing strategies since April 2012 which boosted the brand recognition and online traffic counts by 64%

## EDUCATION

**GROWTHSI**                                                                          **Eastbourne, England**
**Master of Science in Marketing; Major in International Management**                            **2017-2019**
- Awards: Recipient of International Research Scholarship at the University of Brighton

**RESUME WORDED UNIVERSITY**                                                                **New York, NY**
**Bachelor of Arts in Integrated Marketing Communications with Honors**                          **2007-2011**

## ADDITIONAL INFORMATION

- Technical Skills: PE INTERNATIONAL SoFi software, Sage ACT!, Scrum, Yardi, IBM Digital Analytics, BrightEdge, Cascading Style Sheets CSS, Oracle DBMS, Microsoft Visio, Conductor Searchlight
- Certifications: Digital Marketing Certification from SEMrush Academy (2011), Search Engine Optimization Certificate (2014) from Yoast Academy
- Awards: Best Local Search Marketing Initiative — SEO in Search Engine Land Awards (2016), Finalist in Excellence Award Winners for 2019 UpCity Awards

# FIRST LAST

Bay Area, California • +1-234-456-789 • professionalemail@resumeworded.com • linkedin.com/in/username

## SUMMARY

Big Data Engineer with twelve years of experience designing and executing solutions for complex business problems. Migrated local infrastructures to AWS, using [Skill 1] and [Skill 2].

## PROFESSIONAL EXPERIENCE

**Resume Worded**, New York, NY                                           Jun 2020 – Present
**Quality Engineer**
- Attained 25% growth in revenue and customers over the last two years by analyzing business needs, collaborating with stakeholders, and designing a new data warehouse.
- Led 10 data extraction, warehousing, and analytics initiatives that reduced operating costs by 20% and created customized programming options.
- Designed and developed a Big Data analytics platform for processing customer viewing preferences and social media comments using Java, Hive, and Hadoop.
- Integrated Hadoop into traditional ETL, accelerating the extraction, transformation, and loading of structured and unstructured data.

**Growthsi**, New York, NY                                                 Jan 2016 – May 2020
**Quality Engineer**
- Worked closely with 15 teams across the company to identify and solve business challenges utilizing large structured and unstructured data in a distributed processing environment.
- Developed a new pricing strategy that boosted margins by 4 percent.
- Automated ETL processes across millions of rows of data which reduced manual workload by 25% monthly.

**Third Company**, San Diego, CA                                           May 2008 – Dec 2014
**Business Analyst**
- Built basic ETL that ingested transactional and event data from a web app with 5,000 daily active users that saved over $40,000 annually in external vendor costs.
- Utilized Spark in Python to distribute data processing on large streaming datasets to improve ingestion and processing of that data by 65%.
- Worked with clients to understand business needs and convert those needs into actionable reports in Tableau saving 10 hours of manual work each week.

## EDUCATION

**Resume Worded University,** San Francisco, CA                             May 2008
B.S. in Business Management, Minor in Data Analytics
- 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

**Skills**: Modeling and Design, Data Analytics, Big Data Processing, Amazon Web Services, Statistical Modeling, Hive, Hadoop, ETL, Java
**Volunteering**: Volunteer 20 hours/month at the AFG foundation, leading pro-bono city projects (3 month tenure)
**Projects**: Built forecasting using parameters, trend lines, and reference lines which saved 30 hours/week

# FIRST LAST

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## PROFESSIONAL EXPERIENCE

**Resume Worded**, New York, NY                                              Jun 2018 – Present
**Marketing Director**
- Increased media reach and frequency while reducing spending down to 5% by creating and negotiating annual media plans.
- Achieved revenue of over $1.3 million by providing research data, market and account analysis to salesforce that transformed key account relationships.
- Reduced cost per account by 53% by implementing an acquisition strategy that maintained new account volume and developing efficient direct-response acquisition programs across multiple digital channels.

**GROWTHSI**, New York, NY                                              Jan 2015 – May 2018
**Marketing Manager**
- Improved marketing performance by 60% by driving initiatives such as marketing performance reports and developing new scoring techniques.
- Increased annual revenue by 63% by planning, organizing, and implementing direct and digital marketing strategies.

**RESUME WORDED**, San Diego, CA                                              May 2008 – Dec 2014
**Product Development Manager** (Nov 2011 – Dec 2014)
- Negotiated cost, product placement, and production for 210 companies, obtaining an average of $1.5 to $2 million in yearly revenue.
- Managed over 20 projects, including a national catalog of over 1000 applications for basic mobile devices with 99.9% accuracy.

**Junior Project Manager** (May 2010 – Oct 2011)
- Assisted in generating over $350,000 in sales within 6 months of employment by tracking all requirements to ensure smooth delivery.
- Improved production process with 87% greater efficiency saving $57,000 in administrative expenses ranging from overtime pay, legal fees, and penalties for seeking extensions for overseas filings.

**Business Analyst** (May 2008 – Oct 2011)
- Achieved savings of 20%-35% per inventory purchase by revising purchase ordering algorithm to minimize overstock and reviewed purchase orders.
- Coordinated vendor selection process for projects impacting more than 250 branch locations worldwide.

## EDUCATION

**Resume Worded University,** San Francisco, CA                                              May 2010
Master of Business Administration Candidate; Major in Business Analytics

## SKILLS

- Marketing Automation
- Search Engine Optimization
- Search Engine Marketing
- CRM
- Facebook Ads
- YouTube Ads
- Print Media
- Influencer Marketing
- Brand Management
- Brand Partnerships

# FIRST LAST

## Technical Program Manager

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## PROFESSIONAL EXPERIENCE

**RESUME WORDED**                                          San Francisco, CA and New York, NY
**Technical Program Manager**                                                    2014-Present

- Led multi-disciplinary 7 person team to design, develop, and launch online e-commerce store; prioritized and resolved 45+ new features and bug fixes
- Promoted within 12 months due to strong performance and organizational impact (one year ahead of schedule)
- Developed strategic insights across 5 product teams, including revenue, marketing and operations departments

*Selected Project Experience*

- Operations Improvement Project
  - Drove 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
  - Refined outsourcing strategy, resulting in increased offshore headcount from 12 to 95 employees
  - Reduced development costs by 25 percent by creating a plan to merge related products into one, more streamlined product.
  - Managed a process re-engineering project to improve and consolidate end-to-end service processes; restructured communication flow among 10 departments, and cut down reporting time by 75%
- Launch of New iPhone App
  - Led application design sessions with client teams on 20+ projects to develop technical requirements

**GROWTHSI**                                                                    New York, NY
**Product Manager**                                                                2012-2013

- Spearheaded a cross-functional team (Technology, Business Development, Management) to implement new ERP system; successful adoption accelerated revenue growth by 25% in 1 year
- Improved sales efficiency by leading sustainable adoption of a new CRM tool among 150 sales persons in 6 months; redesigned key sales support workflows
- Designed training and peer-mentoring programs for D&I events targeted at C-level executives; led training and awareness initiatives that were attended by over 10,000 employees in 2 years

## EDUCATION

**GROWTHSI**                                                                San Francisco, CA
*[Second Degree or Certification]*                                                 2011-2012

**RESUME WORDED UNIVERSITY**                                                    New York, NY
*Bachelor of Engineering, Major in Computer Science; Minor in Mathematics*         2007-2011

## ADDITIONAL INFORMATION

- Program Management: SDLC (Software Development Life Cycle), Resource Planning, Jira, MS Project
- Technical Skills: Python, R, Microsoft SQL Server, Amazon Web Services (AWS), PRINCE2
- Certifications: Data Science Bootcamp (2016), Passed Resume Worded examinations

# First Last

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## EXPERIENCE

**Resume Worded & Co.**                                                       **Oct 2017 – Present**
Financial Data Analyst, Business Development & Operations                       San Francisco, CA
- Managed cross-functional team of 10 in 3 locations (Palo Alto, Austin and New York), ranging from entry-level analysts to vice presidents, and collaborated with business development, data analysis, operations and marketing
    o Launched Miami office with lead Director and recruited and managed new team of 10 employees; grew office revenue by 200% in first nine months (representing 20% of company revenue)
    o Designed training and peer-mentoring programs for the incoming class of 25 analysts in 2017; reduced onboarding time for new hires by 50%
- Achieved $200K reduction in department overspend by establishing ROI metrics and budget controls to improve prioritisation of the $4MM department budget
- Notes: Your most recent experience should have the most detail; avoid using more than 6 bullet points per experience; if you have accomplished a lot at one company and have more than 6 bullets, split them up into 2 or more job titles at the same company.

**Instamake**                                                                  **Jun 2015 – Oct 2017**
Associate Product Manager                                                       San Francisco, CA
- Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%
- Promoted within 12 months due to strong performance and organizational impact (1 year ahead of schedule)
- Identified steps to reduce return rates by 10% resulting in an eventual $75k cost savings

**Resume Worded & Co.**                                                        **Jun 2011 – May 2013**
Associate Product Manager                                                       Austin, TX
- Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased app engagement time by 2x, 30% decrease in drop off rate, and 3x shares on social media
- Drove 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

## EDUCATION

**Resume Worded Business School**                                              **May 2015**
Master of Business Administration Candidate; Major in Business Analytics         Austin, TX
- Awards: Bill & Melinda Gates Fellow (only 5 awarded to class), Director's List 2017 (top 10%)
- Leadership: Resume Worded Investment Club (Board Member), Consulting Club (Engagement Manager)

**Resume Worded University**                                                   **May 2011**
Master of Business Administration Candidate; Major in Business Analytics         San Francisco, CA
- Note: Your education section can be much shorter than this; only add bullet points to your education if they add value to your overall experience; prioritize accomplishments in your work experience

## OTHER

- **Technical Skills**: R, Visual Basic, Microsoft SQL Server, Tableau, SQL, Financial Modeling, Python
- **Certifications & Training:** Certified Scrum Master, Passed Resume Worded examinations
- **Languages**: English (native), Spanish (fluent), Chinese (intermediate)

# FIRST LAST

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NB: The Summary section is completely optional. However, if you have valuable experience that doesn't fit in your experience section below (e.g. you're changing careers), you can include one.

## PROFESSIONAL EXPERIENCE

Resume Worded, New York, NY                                                              2020 – Present
**Data Analyst (Revenue Team)**
- 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%
- Cut projected time for data analysis by one week by developing reusable ETL components using Pentaho Kettle
- Designed merchandising strategies for grocery retailers based on regression analysis identifying key store attributes to increase traffic and conversion; resulted in a 25% sales lift
- Identified changes to assortment, distribution, and marketing using financial and behavioral analysis that enabled an upmarket fashion company to better target their customers, resulting in $1M growth

Growthsi, San Diego, CA                                                                        2016 – 2020
**Operations Analyst**
- 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%
- Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%
- Coached 30 summer interns and launched a mentorship program for new joiners in the Berlin office

Rofocus, New York, NY                                                                          2012 – 2016
**Junior Marketing 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
- Bullet points should be in format [Action Verb] [Accomplishment] [Metric]
- **Tip to jobseeker:** Bullet points should be in format [Action Verb] [Accomplishment] [Metric]; e.g. Developed x that led to y% improvement

## EDUCATION

Resume Worded University**,** San Francisco, CA                                                    2012
**Bachelor of Business Management, Minor in Data Analytics**
- 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

Skills: Automation, MATLAB, Python, Scikit-learn, Tableau, Google Sheets, Metabase
Personal project: Aggregated, cleansed and combined data from 10+ public data sources to create a Tableau dashboard of inflation rates over the past 10 years (January 2021)