

ALAN MILLER

DATA ANALYSIS & SOFTWARE DEV PROFESSIONAL

CONTACT

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LINK.TREE/ALANHASTHESTUFF

EDUCATION

LC101 FULL-STACK DEV BOOTCAMP
LAUNCHCODE | APR-SEP 2022

BS BUSINESS ADMINISTRATION
DREXEL UNIVERSITY | 2008 - 2013
GPA: 3.6

SOFTWARE SKILLS

PROGRAMMING LANGUAGES & TOOLS

Java

JavaScript (Node)

HTML5

CSS3

SQL

GitHub

Spring (Boot, MVC)

TypeScript

ThymeLeaf

DATABASE & ANALYSIS

MySQL

MS Excel

MS Access

MicroStrategy

Magento BI

PostgreSQL

Google Analytics

HIGHLIGHTS

- Drove the transition from 3PL to in-house ecom fulfillment with Dir. Ecom Logistics, saving \$1.5MM in order costs in the first 2 years and laying foundation for massive 2020 growth
- Worked closely with IT Director to develop BI capabilities and competency across the organization, including the rollout of GIS analysis tool and utilization of GUI report builder to automate formerly manual processes
- Developed model for selecting TV/digital advertising DMAs that was later refined to guide New Store Operations in selecting markets for growth
- Designed and implemented sales lift measurement methodology that became the company standard

EXPERIENCE

FINANCIAL ANALYST & DATASBASE MANAGER (E-COM)

FIVE BELOW | 2016 - 2018

- Managed the P&L for new e-commerce operation, including cost control, forecasting, periodic reporting & reviews with CFO & EVP of Marketing
- Developed & managed e-commerce BI database, including critical maintenance of financial reporting and ad-hoc analysis to solve business issues

MARKETING ANALYST & DIGITAL SPECIALIST

FIVE BELOW | 2014-2016

- Performed ad-hoc analyses for SVP of Marketing, consulting on results, limitations, potential impacts, and strategy development
- Tracked, analyzed and reported impacts of marketing activities on KPIs and sales
- Provided strategic targeting guidance for 600+ physical locations and website with 50 million annual visits
- Managed email database of 4 million active customers and Implemented A/B testing strategy

MARKETING ASSOCIATE

FIVE BELOW | SEP 2011-2012

CUSTOMER SUCCESS SUPPORT & MARKETING ASSOCIATE

MOVITAS | SEP 2009 - MAR 2010 (INTERNSHIP)

AWARDS

EAGLE SCOUT AWARD

FOR SERVICE AND LEADERSHIP IN THE COMMUNITY