

# Griffin McMurray

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## WORK EXPERIENCE

06/2023 – present  
Phoenix, Arizona

### Product Owner II - Incentives and Compensation Farmers Insurance

- Implemented compensation changes with monthly eight figure savings
- Refined and implemented company-wide new agency bonus program
- Prepared comprehensive user stories to document business and functional requirements.
- Applied self-audit practices using SQL and Python for data validation and analysis
- Efficiently handled resources, aligning with project schedules and ensuring optimal utilization.

01/2020 – 06/2023  
Woodland Hills, California

### Marketing Specialist Sr Farmers Insurance

- Utilized predictive analytics and market comparisons to forecast optimal agency footprint
- Oversaw territory-wide communications and promotions to support growth and risk management.
- Automated information distribution to agents and district managers for effective communication.
- Analyzed promotional performance and identified improvement opportunities.
- Created interactive Excel and Power BI Trackers for agencies to track sales and promotional progress.

11/2010 – present  
Oak Park, California

### Owner Hypexchange LLC

- Utilize trend analysis to predict success and demand of upcoming product launches
- Develop innovative custom coded business tools to provide real time data using web scraping, in combination with SQL and No-SQL databases.
- Design and develop client websites serving to thousands of customers.
- Drove profit growth through refined business strategy and collaboration.

01/2019 – 12/2019  
Calabasas, United States

### Marketing and Business Development Intern Farmers Insurance - District 44 Office

- Leveraged existing metrics and data points to optimize insurance customer acquisition.
- Created promotion to reinforce gaps in agency force behavior.
- Managed social media strategy to increase awareness of brand.
- Conducted analysis to produce marketing strategy and achieve agency development goals.

## EDUCATION

2017 – 2019

### Bachelor of Science - BS (Business Administration) Pepperdine University

## SKILLS

# Data Analysis & Visualization   # Microsoft Office (Excel, PowerPoint, Word, Outlook)   # Interpersonal & Communication Skills  
# Time Management & Attention to Detail   # Project Management   # Workflow Automation   # SQL   # Python

## CERTIFICATES

06/2023

### Google Data Analytics Coursera

Google Data Analytics Professional Certificate: Proficient in spreadsheets, SQL, Tableau, and R, with hands-on experience in data preparation, analysis, and sharing for actionable insights.