# ALONSO **ROMERO**

## Senior Data Analyst

## CONTACT

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(123) 456-7890 📞

Brooklyn, NY 📍

LinkedIn 🔗

## EDUCATION

**B.S.**

Computer Science

University of Pittsburgh

September 2011 - April 2015

Pittsburgh, PA

## SKILLS

Programming: Python (Scikit-learn),
SQL

Data Visualization: Tableau, Excel,
Google Sheets, Matplotlib

Modeling: Logistic regressions, linear
regressions, decision trees

Product Analytics: Google Analytics,
A/B Testing & Experimentation

## WORK EXPERIENCE

### Senior Data Analyst

Ross Industries

February 2020 - current  /  New York, NY

- Used Tableau and SQL to redefine and track KPIs surrounding marketing initiatives, and supplied recommendations to boost landing page conversion rate by 38%
- Led a team of 4 analysts to brainstorm potential marketing and sales improvements, and implemented A/B tests to generate 15% more client leads
- Redesigned data model through iterations that improved predictions by 12%
- Discovered new storage and tracking method of live data, and wrote and directed SOPs for analyst team

### Data Analyst

Liberty Mutual Insurance

January 2018 - February 2020  /  New York, NY

- Built data models and maps to generate meaningful insights from customer data, boosting successful sales efforts by 12%
- Modeled targets likely to renew, and presented analysis to leadership, which led to a YoY revenue increase of $300K
- Compiled, studied, and inferred large amounts of data, modeling information to drive auto policy pricing
- Coached less experienced analysts, and mentored 2 interns annually in sophisticated modeling

### Data Analyst

Chegg

April 2015 - January 2018  /  New York, NY

- Devised KPIs using SQL across company website in collaboration with cross-functional teams to achieve a 120% jump in organic traffic
- Analyzed, documented, and reported user survey results to improve customer communication processes by 18%
- Collaborated with analyst team to oversee end-to-end process surrounding customers' return data
- Worked with finance, sales, and operations to update and maintain manuals and SOPs