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| **Iman**  **Baghai** |  |  |
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| ibaghai.com  ibaghai@gmail.com  425.443.8914  **SKILLS**  **Technical**  R, Python, SQL, D3  **Analytical**  Deep analysis, growth, marketing analytics, user research  **Strategy**  CLV, marketing & business strategy, business case creation  **ACTIVITIES**  CFA Level 1 Certified (2017)  Executive-Editor, Washington Undergraduate Law Review (2015 – June 2017)  PWC UW Cyber-Security Case Competition Winner (May 2016)  Contributor to The Huffington Post  National Editor-in-Chief of The Junior Statement (2011-2012) |  | **EDUCATION**  **University of Washington**  *September 2013 – June 2017*  B.S. Informatics: Data Science; B.A. Political Science (Honors)  **EXPERIENCE**  **Google Cloud, Marketing Analytics (via Accenture)**  *June 2017 – Present in Seattle, WA*  Supporting various business lines on Google Cloud in a variety of functions from analytics to business & marketing strategy. Built and implemented a $20 million marketing strategy for a $50+ million business line and reducing marketing spend by over ⅔ while improving top-line business growth.  Build out the customer lifetime model leading to strategic business decisions for a $50+ million business line.  Provide go to market thought leadership support for pursuing various business initiatives  Provide modeling and business case support for various business and product features.  **Accenture, Consulting Analyst Intern**  *June 2016 – September 2016 in Seattle, WA*  Supporting the state of California on a predictive fraud analytics project for food stamp recipients. Created current state of the predictive fraud analytics program and presented findings and optimizations to project leadership.  **UW Information School, Teaching Assistant**  *September 2015 – June 2017 in Sacramento, CA*  Teaching assistant for R programming (helped build out the class), Intro to SQL, and Advanced SQL courses. Assisted in creating courses materials, delivering the course materials, & leading sections of 40 students.  **Liberty Mutual, IT Intern**  *June 2016 – September 2016 in Seattle, WA*  Built a proposal to improve the internship program presenting it to Sr. Leadership. Found insights on application deployment success metrics using Tableau. |