JAKE R. WEISS

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https://jakerweiss.github.io/

PROFESSIONAL SUMMARY

Detail-oriented business analyst with 6 years of experience in team leadership, project management, data analysis, customer service management, and an aptitude for problem solving and learning new software and operations.

EXPERIENCE

Business Analyst   09/2018 - Present
Smart Insurance Strategies, Mooresville, NC

- Built a thriving customer base through lead generation techniques
- Achieved a 48x improvement in lead generation efficiency through Python scripts and Excel
- Performed data cleaning and record validation utilizing Excel and Python
- Developed lead tracking systems and client databases in Google Sheets, now full CRM implementation with GoHighLevel
- Designed intake forms and surveys in Google G Suite to collect client information to integrate into company developed data tracking systems
- Performed budget analysis and prepared tax documents for annual reporting
- Managed all marketing and email outreach via Constant Contact, Mail Gun, Lead Connector, and Brevo (Sendinblue)
- Analyzed email marketing reports using statistical techniques for the purpose of increasing click-through rate
- Implemented and utilized Google Analytics for monitoring website traffic and developing funnels
- Developed familiarity with Domain Name System (DNS) records and Search Engine Optimization (SEO)
- Calculated quotes and insurance plans via proprietary quoting software based on applicant assessment
- Performed data entry and submitted forms for insurance policies in Top Broker CRM and other companies proprietary software

EDUCATION

University of North Carolina Charlotte   08/2019 - 05/2021
Business Analytics, B.S.B.A.   3.66 GPA

- Performed comprehensive analysis and created visualizations for a telecommunications data set to determine which factors most affected churn
- Created data visualizations in Excel, Tableau, R, and Python
- Performed data cleaning and validation with SQL and Excel
- Utilized SAS to perform credit-worthiness assessments

Salary Cap Efficiency Analysis Project   Spring 2021

- Served as Team Lead for Charlotte FC sponsored project
- Investigated the relationship between money spent and points-per-game for 23 soccer teams to determine future budgets and planning

Alpha Epsilon Pi
New Member Educator

SKILLS

Microsoft Excel	Microsoft Access	Python	SQL
Microsoft Word	Google Analytics	R	Tableau
Microsoft Powerpoint	IBM SPSS	Stata	SAS