**JESSICA FLOREY**

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**SALES STRATEGY & PLANNING ANALYST**

Business Marketing Analyst hands on expertise with business solution software, application integration, dimensional data modeling and business intelligence tools. Liaison between Functional Areas and Information Technology, Analysis Reports and Project Management. Having strong problem solving skills, critically analyzes and evaluates application infrastructure solutions that improve operational efficiency and reduce compliance risk.

**CORE COMPETENCIES**

Forecasting and Planning Advanced Excel Modeling

Quantitative Business Analysis Practicum Project Management

Advanced Database Analysis Industry, Market Analysis & Research

Business Strategic Management Data Warehouse / Dimensional Modeling in Depth

**TECHNICAL SKILLS**

MySQL / NoSQL SDLC /ER Modeling PowerPivot / VBA

HTML5 /CSS3 /JavaScript Hadoop / R-studio / RapidMiner MS Project / Gantt chart

Tableau / Excel Dashboard Big Data / Database Reporting MS Suite (Access, Excel, Visio)

**PROFESSIONAL EXPERIENCE**

**Business Marketing Analyst contractor,** *06/ 2015 – 12/ 2015*

**Equinix, Inc.** – Redwood City, CA

* Built data modeling to forecast and monitor operational performance for both marketing and sales teams
* Assist in coordinating analyst tasks on global sales play and provide support to cross functional teams
* Ensured compliance with established internal control procedures by obtaining reports and documentations.

**Sale Administrator,** *06/ 2012 – 08/ 2013*

**Three Sisters Spa** - San Rafael, CA

* Developed monthly inventory and sales variance reports and distributed to upper management
* Participated in quarter and annual inventory including preparation for first barcode reporting
* Resolved 98% customer inquiries by exercising knowledge of identifying issues through CRM process

**RELEVANT PROJECTS**

**The R.C. Coleman Food Distributor - Business Quantitative Analysis,** *05/ 2014 – 09/2014*

* Analyzed warehouse database utilizing Gantt chart, CPM and Pivot Table to categorize data
* Monitored the validation processes for troubleshoot data issues identified during analysis
* Extracted and interpreted warehouse database to develop statistical methods

**Indian Filmmaking Productions - System Analysis & Design,** *08/2014 – 12/ 2014*

* Analyzed internal business with SDLC methodologies and data flow diagrams for process automation
* Prepared written reports, GUI maps and UML sequence models based on analysis of intelligence data
* Analyzed the storyline of a mock film’s constraints, using IBM Rational Modeler to create ER model

**ACTIVITIES & CERTIFICATION**

* Member, Management Information System Association (MISA), SJSU, *2014 – Present*
* Certificate of Training – MS Excel 2013 & MS Access 2013 – ExecuTrain, San Jose, *2014*
* Certified Associate in Project Management – PMI, in process

**EDUCATION**

**San Jose State University**, San Jose, CA

***B.S. Business Administration in Management Information System (MIS****),**2015*