**Jannise Makins**

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**LEAD ANALYTICS & STRATEGY MANAGER**

*Achieving Increased Value & Incremental Accounts*

Award-winning Manager with 15+ years’ experience identifying opportunities and developing projects that reduce cost and enhance capacity through optimization and financial analytics. Capable of leading a team of data analysts and problem solvers responsible for analyzing and presenting data using SAS/SQL/Python. Identify and apply sound, fact-based criteria in setting priorities and making decisions. Strong ability to communicate results, summarize findings, and synthesize business insights to help drive action. Proficiency in statistical programming languages.

**Additional Qualifications**

* In-depth experience analyzing data and developing business insights.
* Ability to articulate complex analysis in a clear, precise, and actionable manner.
* Drive strategic decisions through data summary and presentation using visualization and business intelligence tools.
* Identify areas for improving service levels; calculate cost benefits, business impact, and propose solutions.
* Coach and Develop team to evaluate Return on Investment (ROI) for major capital projects.
* Design and execute analysis across persona segments and personalization strategies.
* Build automated reports and dashboards for data accessibility.
* Create strategic initiatives, including influencing and aligning stakeholders across senior management.
* Facilitate web analytics and reporting, including developing strategies and sharing insights to help improve performance, sales effectiveness, and productivity.

Test Design & Analysis | Program Leader | Detail-oriented | Strong Interpersonal Skills | Research Expert

MS Office Expert: Excel, Access, SQL Server, Visual Studio, PowerPoint & Project | Team-development

**Professional Experience**

**Bank of America**| **July 2010 – Present**

**VP, Senior Client Quantitative Analyst Lead – Deposit Marketing Analytics | Oct 2016 – Present**

Work at Home Program

* Design test, document, implement, and analyze results for *Checking Prospect* and *Deepening Campaigns* touching 70 million individuals a year with direct mail, email, and online offers.
* Provide recommended offer strategy by campaign segment while working with finance to achieve the highest ROI.
* Train team members on SAS code development, sizing and AB test design in addition to analytics and presentation skills for sharing results with partners.
* Develop checking analytics schedule of results and lead team meetings to review goal progress.
* Initiated a new prospect campaign to find the most profitable offer and candidates; analyzed performance and increased offer amount; program estimated additional $2M in annual incremental net shareholder value (SVA) and 15.5K incremental checking accounts per year.
* Enhanced *Deepening* checking strategy by moving to a higher offer amount, projecting 10K net incremental units and up to $1.6M in additional annual net SVA.
  + Developed annual consumer marketing analytics annual learning plan by collaborating with line of business (LOB) and creative team to develop a comprehensive list of goals; defined objectives, timeframes, and questions to improve performance and test new strategies.

**VP, Market Information Manager II – Consumer Marketing Analytics | Feb. 2014 – Oct 2016**

* Lead the Consumer Lending Marketing Analytics team by conducting LOB partner meetings to share results and provide actionable recommendations, prioritizing resources and the project queue and training team members on data sources and SAS analytics to improve efficiency and analysis capability
  + Saved a projected $700K annually and improved customer experience by developing a Decision Tree Model to refine targeting for *Refinance Direct Mail Invitation to Apply* population.
  + Analyzed the eligible population to optimize customer response and lower cost by recommending a direct mail rotation by finance type.
  + Analyzed the *Purchase Homes for Sale Direct Mail* Campaign for incremental response and resulting ROI.

**VP, Market Information Manager II – Consumer Lending Analytics | Oct 2012 – Feb 2014**

* Analyzed response rates, incremental volume, determined ROI and presented results for champion vs. challenger creatives for Home Loans, Home Equity Lines of Credit and Auto Loans products.
* Expanded Auto Buy Box selection criteria to target additional profitable customers by analyzing existing standards and developing strong documented logic to prove that we could test further with limited risk
* Developed models to refine targeting for future campaigns by allowing the removal of lowest responding customers.
* Enhanced selection criteria for the Home Equity campaign to align with risk buy box to increase leads; 40% of customers with recent draws could be included in future *Deepening* campaigns.
* Recognized for refinance and home equity campaign overlap analysis which lead to a combined offer and a similar creative and contact cadence test for overlapping direct mail customers.
* Validated first time home buyer model for Financial Center Offers and SASO\TOLA eligible customers.

**VP, Market Information Consultant CP – Lead Distribution Analytics | August 2011– Oct 2012**

* Managed Lead Distribution and Program Management Analytics group of seven associates while supporting the performance analytics team and the operational reporting team on key performance projects.
* Analyzed data for call routing strategies, branch distance and developed scenarios to increase conversion rates.
* Performed coaching analysis of Customer Service Representatives (CSRs) for development of new scorecards that measured Mortgage Loan Officer (MLO) and division performance.
* Enhanced response tracking methods ensuring campaign tracking which provided accurate forecasts and analysis.
* Recognized for new *Preferred Segment* and *Internet Sale Team* response reporting for Centralize Sales and combining data of teams to improve efficiency

**EARLY ROLES**

**VP, Mkt Inf Consultant CP – Centralized Sales Bus Ops, Reporting Analytics** - Managed analytical reporting team as Countrywide merged with Bank of America; developed the first combined centralized sales lead demand, sales reports, and analysis.

**Mgr, Financial Analysis | Countrywide Home Loans** - Automated reports using SQL, combined data from up to 10 separate sources to provide a single repository for reporting; sales $27B+.

**Fair, Isaac & Company Incorporated, FICO -** Managed multiple analysts to complete the validation and alignment of credit scores for Wells Fargo Bank, Tosco Oil Corporation, First National Bank of Marin, and Advanta Business Services.

**Education**

**Bachelor of Sciences in Statistics -** University of Michigan, Class Honors with Program GPA 3.6/4.0

\*\*\*Relevant Courses: Mathematical and Statistical Probability, Statistical Computing, Experimental Design, General Linear Modeling, Statistics, and Data Analysis

**Advanced Programming Classes including Macros |** SAS Institute

**Python Programming for Everybody |** University of Michigan, Certificate Program

**Awards & Honors**

* Recognized in an Associate Spotlight Article on Flagscape Q1, 2012.
* Nominated several times annually, Bank of America Global Recognition.
* Girl Scout Gold Award, Girl Scouts of America.
* Professional Committee Chair, Alpha Kappa Psi Professional Honor Fraternity.

**Technical Skills**

* Advanced user in Windows/DOS, Unix/X, and Macintosh operating systems.
* Analysis in SAS, Salford, Tableau, SPSS, Genesys, Powerplay Analyst, Scenario, 4-thought, MYSTAT, MINITAB, Systat, and SURVEY.
* Programming and Analysis in SQL and SAS with Teradata, Visual Basic including Excel Macros, SAS Enterprise Miner, S-PLUS, C, and Python.
* Web Report Design in MS Reporting Services and Analysis Services.