JORDAN SOLIS

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SKILLS

- Data Analyst
- SQL
- Excel
- Python
- Tableau
- Power BI
- MySQL
- Business Intelligence
- Data Visualization

Projects

- **Door Dash Excel Project**
  - Analyzed 2,000+ rows of customer behavioral marketing data in Excel using VLOOKUPS, Pivot Tables, and charts to evaluate campaign success levels. Click here
- **Tableau Education Project**
  - Created an interactive Dashboard in Tableau highlighting key performance metrics for 1,800+ of Massachusetts school systems allowing at-a-glance understanding of the entire program. Click here
- **SQL Healthcare Project**
  - Explored 100,000 + patient healthcare data set, assessing key factors such as hospital equality & duration of hospital stay. Click here
- **Tableau 2023 NBA Project**
  - Analyzed stats of all active NBA players and found pattens such as which players were the most valuable, a breakdown on which players contributed most for teams and more. Click here

EXPERIENCE

APEX Smart Home, San Antonio, TX   August 2023 – Present
Marketing Coordinator

- Investigated campaign analytics to identify conversion barriers, developed and executed enhanced strategies; facilitated a 30% growth in sales and app installations company-wide within a quarter.
- Orchestrated the integration of Google Analytics to track website traffic and user actions; led to a 10% growth in website traffic and an overall of 20% incoming calls.
- Designed and implemented an Excel-based lead tracker to monitor missed opportunities, resulting in 15 new client conversions and a 20% increase in follow-up efficiency for the team.
- Conducted A/B testing for marketing materials, including email subject lines and ad creatives, to optimize performance and increase conversion rates by 15%.

Universal Toyota, San Antonio, Texas   January 2021 – April 2023
Sales Representative

- Maintained a consistent placement in the dealership's top 20% of sales representatives by achieving an average monthly sales record of 15 cars.
- Played a pivotal role in the onboarding and training of new team members, offering comprehensive guidance and support to facilitate the journey towards achieving optimal success.
- Collaborated with the finance department to facilitate seamless transaction processes for customers, ensuring a positive purchasing experience.

Montblanc, Barcelona, Spain   January 2015 – July 2020
Assistant Sales Manager

- Collaborated with the sales manager to supervise daily operations, guaranteeing a seamless and efficient workflow throughout the store. Able to optimize collaboration and scheduling of employees which led to a positive and efficient environment.
- Created and delivered captivating sales presentations to a diverse audience, resulting in a 30% increase in product adoption.
- Analyzed and interpreted sales performance metrics to identify untapped market opportunities; introduced data driven initiatives that achieved a 5% rise in overall sales revenue in three months.