

# Lexi Fogel

lexifogel01@gmail.com • [LinkedIn](#) • [Portfolio](#) • (610) 952-7946



## About

Recent University of Michigan graduate passionate about seamless user experiences and utilizing data and analytics in strategic business development.

## Education

### University of Michigan

Aug 2019 – May 2023 · Ann Arbor, MI

**B.S. Information** - UX Design

Minor in Economics

## Certifications

- [Salesforce Certified Administrator](#)
- [Salesforce Certified Data Cloud Consultant](#)
- [Salesforce Certified AI Associate](#)
- [Salesforce Certified AI Specialist](#)
- [Microsoft Certified: Dynamics 365 Fundamentals \(CRM\)](#)
- [Six Sigma - Black Belt](#)

## Skills

- Salesforce system administration
- Business process improvement
- Project management
- UX research & design
- Python / RStudio / Excel

## Awards

### University Honors

University of Michigan

Fall 2019, Win 2020, Fall 2020, Win 2021, Fall 2021, Win 2022, Fall 2022, Win 2023

### James B. Angell Scholar

University of Michigan

Winter 2021, Winter 2023

## Experience

### Advisory Associate • KPMG US

June 2024 - Present · Chicago, IL

- For a banking institution, conducted detailed assessments to enhance KYC data accuracy and ensure compliance with CIP/CDD requirements. Identified and resolved data anomalies, strengthening data integrity and establishing a strong compliance framework.
- Own and manage the Salesforce Academy homepage, centralizing key learning and certification resources for Salesforce consultants across the firm.
- Contribute to an internal task force developing Salesforce Agentforce use cases and demos for the public sector.

### Operations Analyst • Home Partners of America

September 2023 - February 2024 · Chicago, IL

- Managed work order completion across a portfolio of single-family rental properties.
- Optimized reactive maintenance workflows, enhancing operational efficiency and strategic decision-making.
- Conducted in-depth analysis of warranty redemption trends for high-maintenance assets, recommending strategies to improve compliance and data collection.
- Designed standard operating procedures (SOPs) that reduced asset maintenance costs and decreased average work order completion times.

### Instructional Aide • U-M School of Information

January 2022 - May 2023 · Ann Arbor, MI

- Graded assignments, led discussion sessions and hosted office hours for SI 339/539: Web Design/Accessibility (W22) and SI 422: Needs Assessment & Usability Evaluation (F22, W23).

### Market Research and Data Analytics Extern • Mobalytics

January - March 2023 · Remote

- Conducted market research on the play-to-earn (P2E) gaming industry, analyzing trends, key players, and monetization strategies.
- Utilized Excel and SQL to organize, analyze, and visualize industry data, developing insights and strategic recommendations regarding marketing strategies, product enhancements, and potential partnerships in the P2E space.
- Provided data-backed recommendations that informed business strategy and product positioning in the competitive gaming analytics sector.

### E-Commerce Strategy Associate Intern • Wayfair

June - August 2022 · Boston, MA

- Conducted data-driven analysis of supplier inquiries, identifying inefficiencies within existing resolution processes.
- Applied A3 methodology to assess and enhance supplier account management, implementing three new optimized workflows and problem-solving frameworks into daily operations.
- Developed process maps and strategic plans, collaborating with cross-functional teams to drive operational improvements.