

LUCAS HEVERLY

Pleasanton, CA • Economic and Data Insights Specialist •
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Results-driven Economic & Data Insights Specialist with a strong background in business operations, sales strategy, and data analysis. Proven ability to drive revenue growth, optimize workflows, and implement data-driven decision-making tools. Adept at utilizing SQL, Python, and Excel to analyze trends, forecast performance, and streamline business processes. Experienced in sales, financial analysis, and team leadership, with a track record of managing high-performing teams and exceeding performance targets. Passionate about leveraging technology and data analytics to drive efficiency and business success.

PROFESSIONAL EXPERIENCE

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| <i>Fast Fiber LLC</i> , Sales Contractor, Los Angeles, CA | Sept 2024-Present |
| <ul style="list-style-type: none">Conducted in-depth market research to identify local demand trends and competitive opportunities, driving more effective sales strategies.Exceeded sales targets, securing 40 sales in just 10 days, demonstrating a high close ratio and directly contributing to revenue growth.Developed and delivered compelling sales presentations and proposals, effectively communicating product value and increasing client engagement. | |
| <i>The Drunken Crab LLC</i> , General Manager, Santa Barbara, CA | Aug 2022-Sept 2024 |
| <ul style="list-style-type: none">Led all restaurant operations, overseeing \$1.3M+ in annual sales while optimizing efficiency and profitability.Fast-tracked promotions: Assistant Manager within one month, General Manager within a year, earning multiple performance-based bonuses.Achieved record-breaking daily (\$18,000+), weekly (\$40,000+), and monthly (\$100,000+) sales figures.Digitized onboarding, payroll, and operational files using ADP, DocuSign, OneDrive, and Excel, streamlining administrative processes and efficiency by over 15%.Built dynamic Excel-based sales tracking systems utilizing SUMIFS and VLOOKUP functions for food and beverage analysis.Managed hiring, training, and performance reviews, fostering a high-performing, customer-focused team.Enhanced brand presence by revamping menus, updating interiors, and optimizing social media engagement on Instagram. | |
| <i>The Cruisery</i> , Barback, Santa Barbara CA | Jun 2021-Jun2022 |
| <ul style="list-style-type: none">Assisted in streamlining workflow and enhancing overall customer experience.Supported high-volume bar operations, ensuring seamless service and maintaining inventory levels.Engaged with customers, providing recommendations and enhancing their overall bar experience. | |
| <i>La Cumbre Country Club</i> , Santa Barbara, CA | Aug 2020-Jun2021 |
| <ul style="list-style-type: none">Aided in event coordination for club tournaments and special events, ensuring smooth execution.Set up and broke down event spaces, arranging tables, decorations, and catering stations as per client specifications.Provided guest assistance and hospitality services, ensuring an exceptional experience for club members and event attendees. | |

EDUCATION

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| University of California - Santa Barbara | Santa Barbara, CA |
| <i>B.A. Economics, Emphasis: Business & Analytics</i> | 2020-2023 |
| Johns Hopkins University | Baltimore, MD |
| <i>Carey Business School</i> | 2019-2020 |

SKILLS

- Programming & Data Analysis: Python (Pandas, NumPy, Matplotlib, Seaborn)
- SQL Proficiency: Writing complex queries using JOINS, window functions (LAG, LEAD, ROW_NUMBER), aggregations (SUM, COUNT, AVG), subqueries, indexes, EXPLAIN plans, CASE statements, string functions, and date operations
- Data Visualization & Reporting: Excel (6+ years), Microsoft Office (6+ years), SQL, Python, R
- Business & Operational Tools: ADP, DocuSign, OneDrive, MacOS applications (10+ years)
- Soft Skills: Strong verbal and written communication, leadership, quantitative analysis, team management

EXTRACURRICULARS

- Zeta Psi Fraternity Board Member, instrumental in member recruitment and training. Focus on fostering team building, mentorship skills and effective communication.
- Studied business and entrepreneurship abroad in Florence, Italy for two months in 2022.
- Worked extensively with Boys Team Charity, The Special Olympics, and Canine Companions throughout the Alameda county.
- Youth lacrosse coach, avid skier, golfer, and music producer.