MARCUS KNIGHTLEY

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PROFESSIONAL SUMMARY

Self-motivated professional with a data-driven and result-oriented approach. 5+ years of experience in data analysis, process improvement, product and customer support, and project management. Always eager to learn new processes and skillsets to drive self-growth and to contribute to the success of the team. Proven ability to lead teams, deliver results, drive change, and foster effective communication

PROFESSIONAL EXPERIENCE

Data Analyst, Community, Google via Nelson Associates
Oct 2019 – Present, Mountain View - CA

- Creating operational data dashboards and trend analyses to derive product and consumer insights for a data-driven decision making
- Developing processes and metrics to improve user support practices to contribute to customer satisfaction and retention
- Leading a team of support agents to drive impactful customer engagement and higher productivity
- Collaborating to expand and scale the support operations to new markets

Product Data Operations Specialist, Facebook via Vertisystem
Feb 2018 – Oct 2019, Menlo Park - CA

- Led a team to work on user well-being projects such as Bullying Filter on Instagram
- Leveraged data and content analysis to better understand user behaviour and abuse patterns
- Worked cross-functionally to enforce platform policies and escalate operational issues
- Communicated product guidelines to developer community and auditing third party interactions on the platform to improve user satisfaction and developer success

Product Marketing Specialist, Philip Morris International
Mar 2015 – Jan 2016, Istanbul - Turkey

- Developed marketing and consumer datasets, created dashboards and reports leveraging SQL and Tableau to support off-trade sales and marketing teams
- Ran product communication, drafted and executed product launch in a restricted and highly regulated market
- Led up to 25 sales associates, provided trainings on product and consumer engagement practices
- Implemented region-specific strategic plans resulting in 11% increase in regional sales
- Collaborated with cross-functional teams for sales and marketing events to understand and improve consumer experience

Process Analyst, Avery Dennison
Jun 2014 - Feb 2015, Istanbul - Turkey

- Initiated and led projects to generate cost and energy savings in production that led to an increase of 6% in savings
- Collaborated with manufacturing teams to improve and change processes to drive higher employee productivity and to reduce material scrap rate
- Led strategic projects to analyse the production efficiency at the plant level and made recommendations that helped increase production efficiency and quality by 4%

EDUCATION

Oregon State University   **2019 – 2022 (Expected)**

- B.Sc. Computer Science - Second Bachelor

Middle East Technical University, Ankara, Turkey   **2007 - 2013**

- B.Sc. Business Administration

Internship, Mecitoglu Homes Tourism & Construction, Turkey   **2012**

- Marketing Research and Sales Enablement

Internship Erasmus, Manchester, UK   **2011**

- Business Management and Customer Relations

SKILLS, PROJECTS, & CERTIFICATIONS

- SQL, Google Sheets, Excel,
- Python, HTML/CSS, JavaScript
- Tableau, Google Data Studio