

WORK EXPERIENCE

McCann Relationship Marketing (MRM), Princeton, NJ Sept 2022 – Present
Digital Solution Implementation, Sr. Digital Analyst

- Recommend and implement upgrades to client systems to modernize digital experiences, including digital data ecosystems, Customer Data Platforms (CDP), and Customer Relationship Management (CRM) tools.
- Lead teams to analyze digital and Ecommerce data using GA4, PowerBI, Tableau, Data Studio, Looker, and RStudio.

Venture Lab at The Wharton School, Philadelphia, PA Feb 2022 – March 2023
Financial Product Management, Financial Dashboard Developer

- Created BI tools to visualize complex financial data, including P&L, investment, and endowment.
- Translated user stories into requirements and perform gap analyses and UAT to deliver financial analytical products.
- Used SQL, R, and excel to pull and read large datasets for further analysis in Tableau.

Ernst & Young LLP, New York, NY Mar 2021 – Aug 2021
Wealth & Asset Management - Business Strategy & Transformation, Extern Consultant

- Used behavioral science and market research to design improvements to wealth and asset management platforms.
- Developed a UX A/B Experiment to remove behavioral barriers from and increase adoption of Account Aggregation.
- Created a client product journey map to increase employee engagement with financial wellness tools.

Cognitive and Affective Influences in Decision making (CAIDe) Lab, Columbus, OH Apr 2019 – May 2022
Behavioral Science, Research Assistant

- Designed experiments, completed analysis, and created interactive dashboards with R and Tableau.
- Managed large datasets and used software like SAS, STATA, and SPSS to deliver insights to key stakeholders.

Payroc, Columbus, OH Dec 2018 – Dec 2019
Financial Product Implementation, Account Executive

- Curated and provided custom financial technology products and business solutions.
- Worked with clients to understand gaps in current financial technology infrastructure and implement improvements.

American Business Solutions, Inc., Columbus, OH Jul 2015 – Aug 2018
Technology Consulting, Account Executive

- Supported medium and large organizations to fulfill technology and talent needs.
- Negotiated service agreements and purchase orders and wrote RFP responses to earn new business.

SKILLS/CERTIFICATIONS

- **Technical Skills:** Google Analytics, Python, R, Tableau, PowerBI, SQL, SPSS, Stata, GitHub, and Excel.
- **Product Management:** A/B Testing, Market Research, Data Collection, conducting analyses, distilling key insights, generating reports, writing proposals, and presenting to stakeholders.
- **Project Management:** Using CRMs and Gantt charts to track projects and implementing Agile methodologies.
- **Project Scrum Master (PSM):** Scrum workplace methodology certification from scrum.org.

EDUCATION

University of Pennsylvania, Philadelphia, PA Aug 2020 – May 2022
Master of Behavioral and Decision Sciences **GPA: 3.71/4**

- Used decision sciences and experimental economics to gain customer insights and create positive behavior change.
- Built predictive models on econometric measures using advanced machine learning techniques.
- Teaching Assistant for BEPP201 Public Finance & Policy at Wharton under Prof. Alex Rees-Jones.

Franklin University, Columbus, OH Jun 2010 – May 2014
B.S., Interdisciplinary Studies **GPA: 3.96/4**
Focus Areas: Mathematics and Philosophy
Summa Cum Laude