

MICHAEL CURRAN

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Portfolio Website: mikecurran09.github.io

DATA ANALYST

Data Analyst with 6+ years in marketing and project management. Proficient in SQL, Tableau, and Python, dedicated to attention to detail and data-driven decision-making. Skilled in problem-solving and stakeholder communication. Adept collaborator fostering teamwork in cross-functional environments.

TOOLS: Tableau | Power BI | SQL | Python | Microsoft Excel | Microsoft Suite | Smartsheet

SKILLS: Data Analysis | Analytics | Analytical Skills | Data Visualization | Database | Data Science | Business Intelligence | Data Prep Data Warehousing | Business Analysis | Statistics | Reporting | Agile | Project Management | Digital Marketing

DATA PROJECTS

World Happiness Report, 2022 | Data Analyst

- Technologies used: Tableau, Python, Jupyter Notebook, Pandas, Seaborn, Numpy, Matplotlib
- Performed exploratory data analysis to study the main theme of the report and the relationship between the six pillars of reported happiness.

Rockbuster Database Report | Data Analyst

- Technologies used: PostgreSQL
- Explored 30 million company data set, assessing key factors such as product & customer portfolios.

Instacart Strategy Report | Data Analyst

- Technologies used: Python, Jupyter Notebook, Pandas, Seaborn, Numpy, Matplotlib
- Conducted comprehensive business analysis into consumer purchase behavior using a blend of actual and fictitious Instacart data.

GameCo, Marketing Budget Plan | Data Analyst

- Technologies used: Excel
- Analyzed 16,000+ rows of customer behavioral market data in Excel using VLOOKUPS, Pivot Tables, and charts to evaluate business marketing plans.

WORK EXPERIENCE

TD SYNnex

Clearwater, FL

March 2024 - Present

- Data Analyst**
 - Utilized analytical tools like SQL and Tableau to gather, process, and manipulate data from diverse sources, enhancing data quality for spend analysis and management reporting, thus supporting strategic decision-making in Non-Trade Procurement.
 - Collaborated across departments to provide data-driven support, conducting ad-hoc analytics that contributed to organizational efficiency enhancements, trend identification, opportunity spotting, and compliance gap highlighting in a global procurement context.
- Senior Marketing Campaign Manager** May 2019 - March 2024
 - Managed and analyzed a \$12M annual budget for Microsoft Cloud, AWS, and Google campaigns, employing data-driven strategies to optimize consumer targeting, maximize ROI, and enhance CRM metrics.
 - Conducted data-driven assessments of B2B campaigns, leading to a \$3M revenue growth, a \$750K reduction in ad spend, and an \$80K per campaign savings, through a thorough analysis of campaign performance metrics.
- Marketing Project Specialist** June 2017 - May 2019
 - Achieved \$750K cost savings and consistently delivered impactful results by optimizing marketing tactics through data-driven insights.
 - Utilized channel-specific data tools to enhance client visibility and engagement, resulting in optimized campaign performance and strategic subscriber growth of 15%.

MILITARY EXPERIENCE

United States Navy

May 2009 - May 2017

- Naval Officer, Lieutenant**
 - Demonstrated strong leadership by directing diverse teams to achieve mission objectives within strict timelines, while mentoring junior personnel to enhance team cohesion and ensure seamless task execution in a dynamic maritime environment.

EDUCATION

Bachelor of Science in Oceanography - United States Naval Academy