

Miranda McWatters

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EDUCATION

The University of Nebraska-Lincoln, College of Business, Lincoln, NE Aug 2022
M.S. in Business Analytics *Cumulative GPA: 3.70/4.00*

The University of Nebraska-Lincoln, College of Business, Lincoln, NE Aug 2020
B.S.B.A in Supply Chain Management and Analytics *Cumulative GPA: 3.55/4.00*

Relevant Coursework: Database Organization and Management, Business Analytics/Information Analysis, Enterprise Management Systems, Predictive Analytics, Prescriptive Analytics, Risk and Simulation Modeling, Business Data Mining and Descriptive Analytics, Data Driven Marketing Strategy

Honors/Awards: Dean's List: Fall 2016, Spring 2018, Fall 2019, Spring 2020. Recognized College of Business Student: November 2018, January 2020

Scholarships: Ruth Leverton Scholarship, Scarlet Scholarship

PROFESSIONAL EXPERIENCE

Bass Pro Shops Lincoln, NE Sept 2020 – Present
CLUB Data Analyst

- Utilize SQL, Python, R, and Excel to conduct descriptive, predictive, and prescriptive analytics for Acquisitions, Activation, and Promotions marketing teams to determine where business operations could be improved
- Construct reports to present how key business drivers can be manipulated through marketing programs and/or enhanced operations
- Collaborate with various teams to design, execute, and measure meaningful A/B tests
- Lead marketing programs and execute new and existing activities that support overall marketing strategies
- Utilize data mining techniques to analyze complex data sets and create predictive models to optimize marketing campaigns performance
- Perform ad-hoc analyses
- Awarded Bass Pro Shop's Outfitter of the Month, a companywide award that recognizes employees who go above and beyond for a customer, their team, or the company in June 2022 for designing and programming a new file-transfer process which saved the company over 70 hours a year

Sandhills Global, Inc. Lincoln, NE Nov 2019 – Aug 2020
Business Analyst Intern

- Built Task Order System processes used by members of the Data Analytics Department to improve internal communication and communication between customers and data analysts
- Built Task Order System processes used by Sandhills Cloud Sales Representatives and Customers to improve efficiency when transactions occur
- Troubleshooted errors occurring in existing Task Order System processes and analyzed the best way to rebuild process logic to ensure the needs of the company and customers are met
- Oversaw monitoring and assigning Sandhill Cloud unassigned customers to sales representatives

LEADERSHIP & AFFILIATIONS

Nebraska Supply Chain Club, Lincoln NE Nov 2018 – Dec 2019
Treasurer, Recruitment Officer

- Designed biannual budget to confirm the club's funds were allocated properly
- Collected and disburse all funds and reported financial state to Executive committee
- Manage all money and assets
- Collaborate with other executive members to plan biweekly meetings to ensure club members gain valuable knowledge about the major
- Exercised professional communication and critical thinking skills to solve problems quickly and adequately
- Encouraged students to attend meetings and helped raise club membership
- Was accessible on all internal and external sites as a point of contact for students

SKILLS & INTERESTS

Computer: Advanced in Microsoft Applications (Excel, Excel Analysis ToolPak, Word, PowerPoint & Outlook), Advanced in SQL, Knowledgeable in Tableau, Knowledgeable in R, Knowledgeable in Python, Knowledgeable in ETL process, Knowledgeable in UI/UX design