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 perform comprehensive data analysis for the Acquisitions, Activation, and Promotions marketing teams to identify areas for business optimization
- Design and present reports to illustrate how marketing programs and/or operations can be adjusted to positively impact key business drivers
- Work closely with cross-functional teams to design and execute A/B tests that provide valuable insights into marketing efforts
- Lead successful marketing programs and execute strategies to support the overall marketing plan
- Employ advanced data mining techniques to analyze complex data sets and create accurate predictive models to optimize marketing campaign performance
- Conduct ad-hoc data analysis as needed
- Recognized for exceptional performance and awarded the Bass Pro Shop Outfitter of the Month in June 2022 for designing and implementing a new file-transfer process, resulting in a savings of over 70 hours per year for the company

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

- Designed and implemented the Task Order System processes utilized by the Data Analytics Department, resulting in improved internal communication and customer communication
- Streamlined transactions by building efficient Task Order System processes for Sandhills Cloud Sales Representatives and Customers
- Proactively addressed and resolved errors in existing Task Order System processes, analyzing and reconstructing process logic to meet the needs of the company and customers
- Effectively managed and supervised the monitoring of unassigned customers and the assignment of sales representatives in the Sandhills Cloud

LEADERSHIP & AFFILIATIONS

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

- Developed a comprehensive biannual budget to ensure proper allocation of club funds
- Oversaw the collection and distribution of all funds and regularly reported on the financial state to the Executive committee
- Effectively managed all club money and assets
- Worked closely with other executive members to plan biweekly meetings to provide valuable educational opportunities for club members
- Demonstrated strong professional communication and critical thinking skills to efficiently resolve issues
- Actively encouraged student attendance at meetings and contributed to an increase in club membership
- Served as an accessible point of contact for students through all internal and external communication platforms

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