

# FIRST LAST

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NB: The Summary section is completely optional. However, if you have valuable experience that doesn't fit in your experience section below (e.g. you're changing careers), you can include one.

## PROFESSIONAL EXPERIENCE

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Resume Worded, New York, NY

2020 – Present

### Data Analyst (Revenue Team)

- Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x and decreased drop off rate by 30%
- Cut projected time for data analysis by one week by developing reusable ETL components using Pentaho Kettle
- Designed merchandising strategies for grocery retailers based on regression analysis identifying key store attributes to increase traffic and conversion; resulted in a 25% sales lift
- Identified changes to assortment, distribution, and marketing using financial and behavioral analysis that enabled an upmarket fashion company to better target their customers, resulting in \$1M growth

Growthsi, San Diego, CA

2016 – 2020

### Operations Analyst

- Led the transition to a paperless practice by implementing an electronic booking system and a faster, safer and more accurate business system; reduced cost of labor by 30% and office overhead by 10%
- Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%
- Coached 30 summer interns and launched a mentorship program for new joiners in the Berlin office

Rofocus, New York, NY

2012 – 2016

### Junior Marketing Analyst

- Designed, executed, and optimized digital marketing campaign on Google AdWords; led to 20% increase in ROI
- Managed redevelopment of internal tracking system in use by 125 employees, resulting in 20+ new features, reduction of 20% in save/load time and 15% operation time
- Bullet points should be in format [Action Verb] [Accomplishment] [Metric]
- **Tip to jobseeker:** Bullet points should be in format [Action Verb] [Accomplishment] [Metric]; e.g. Developed x that led to y% improvement

## EDUCATION

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Resume Worded University, San Francisco, CA

2012

### Bachelor of Business Management, Minor in Data Analytics

- Awards: Resume Worded Teaching Fellow (only 5 awarded to class), Dean's List 2012 (Top 10%)
- Completed one-year study abroad with Singapore University

## SKILLS & OTHER

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Skills: Automation, MATLAB, Python, Scikit-learn, Tableau, Google Sheets, Metabase

Personal project: Aggregated, cleansed and combined data from 10+ public data sources to create a Tableau dashboard of inflation rates over the past 10 years (January 2021)