

Randi Bolt



Work Experience

Appearance - Digital Advertising Specialist

July 2023 - Present

- Perform in-depth analysis of various campaigns and their associated metrics, identifying trends, patterns, and areas for improvement.
- Utilize internal software, as well as Excel and R to meticulously compile, and analyze comprehensive reports enabling data-driven decision-making.
- Collaborate with various internal and external teams to strategize and optimize daily ad budgets across multiple campaigns and platforms, including Google Ads, Bing, Meta, and StackAdapt, ensuring efficient allocation of resources and maximizing return on investment.

Finastra - Product Owner / Analyst

June 2022 - November 2022

- Collaborated with cross-functional teams in an Agile software development framework, actively participating in daily scrums and led bi-weekly JIRA backlog refinement, and documented user stories of two new SaaS products.
- Coordinated with product owners and development teams to identify relevant data, queries, and analysis for an Applications Health Dashboard, and create reports in Power BI.

Unified Management Team, LLC - Team Lead

April 2018 - August 2019

- Acted as a key point of contact for complex customer enquiries or complaints, demonstrating exceptional interpersonal skills and the ability to navigate difficult situations with tact and diplomacy.
- Leveraged Microsoft Excel to develop user-friendly menus, streamline sample feedback logs, and design comprehensive informational handouts.
- Fostered a culture of continuous learning and improvement by encouraging staff members to stay updated on industry trends and product knowledge, equipping them with the necessary skills and knowledge to drive profitability through effective customer education.

General Sheet Metal - Accountant

August 2016 - April 2017

- Delivered over 100 weekly vendor payments via check, credit card, and direct deposit with extra attention to payment terms, which reduced company costs by between \$20 and \$3,000 weekly.
- Used Microsoft Excel to process and electronically file tool reports of about 500 rows weekly, reimbursements, packing slips, and time cards of about 40 shop employees.
- Pioneered and coordinated paperless invoices by updating processes with the CFO, TimberScan for Sage, project managers, and project assistants.

Education

Portland State University

Bachelor of Science in Mathematics
June 2022

Portland Community College

Associate of Applied Science
(Credits Earned) December 2020

