

RACHEL BUTTERFIELD

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EDUCATION

University of Utah, David Eccles School of Business

Salt Lake City, UT

Master of Science, Business Analytics, GPA 3.93

Fall 2023

Related Coursework: Statistics & Predictive Analytics, Business Decision Algorithm, Database Design, Big Data, Data Mining, Python Programming

University of Utah, David Eccles School of Business

Salt Lake City, UT

Bachelor of Science, Management, GPA 3.99 magna cum laude

Fall 2021

- Awarded: [2021-2022 Outstanding Graduate in Management](#)
Daniels Fund Ethics Initiative Rising Star Intern

SKILLS

Databases/Big Data: Snowflake, PostgreSQL

Analytics/Visualization/CRM: Tableau, Power BI, Salesforce Administrator

Machine Learning: Linear Regression, Classification, Hierarchical Clustering, Neural Nets, Text Analysis

Project Management: Scrum Certified (CSM), Agile, Asana, Lucidchart, Trello

Programming: Python, R

EXPERIENCE

Pattern

Lehi, UT

Revenue Operations Senior Analyst

October 2022 – Present

- Maintaining Pattern's Salesforce instance and data vendor integration as an administrator.
- Built and maintains Tableau dashboards with vital sales information for company executives to track sales efficiency and productivity.
- Manages Pattern's sales territory for the sales team to ensure territory issues are resolved in a timely and equitable manner.
- Executed large data cleaning efforts in Pattern's CRM and database systems which led to a 25% increase in accuracy in client account data.

Lucid Software

South Jordan, UT

Revenue Operations Analyst

December 2021 – October 2022

- Developed a multinational corporation team selling strategy by analyzing account data and coordinating with upper-level management, which increased revenue by 15% for the test program.
- Built and maintained client books of business for sales staff based on a variety of metrics, which led to substantial growth in new accounts.
- Planned and executed large data cleaning efforts to ensure that our internal information was accurate, which led to a 10% decrease in account duplication.

Y2 Analytics

Salt Lake City, UT

Marketing Specialist

January 2021 – December 2021

- Developed campaigns for social media accounts that led to over a 100% increase in monthly views.
- Created a marketing plan to determine Y2's marketing position, objections, market segments, and strategy.
- Engaged with the community by coordinating multiple service drives, including providing hundreds of socks to the homeless and raising funds that resulted in thousands of meals given to Utahns in need.

Salt Lake City Bicycle Collective

Salt Lake City, UT

AmeriCorps Member, Program & Media

May 2018 – May 2019

- Directed weekly program for WTF (Women, Trans, Femme) attendees that encouraged inclusivity in the local cycling community and increased participation by 15%.
- Monitored social media trends to apply to monthly newsletter and social media accounts for the Bicycle Collective, which led to a 10% increase in subscribers.
- Developed and presented a volunteer retention plan to upper management, recognized by the Utah Non-Profit Association, to recognize and retain volunteers.

ACHIEVEMENTS & INTERESTS

- [SLCC Presidential Community Engaged Student Award Winner](#), May 2019.
- Ironman Triathlon Finisher, November 2014 (2.4-Mile Swim, 112-Mile Bike, 26.2-Mile Run).
- Outdoor enthusiast that enjoys activities such as cycling, running, skiing, hiking, and camping.