Riley Visker

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EDUCATION

University of Denver, Denver, CO   Expected Graduation: June 2023

Business Information & Analytics – Minor: Marketing

- Worked with Lennar Homes to analyze issues with planning and house construction.
- Created databases based on data from Grow Your Influence LLC to gain insights.
- GPA: 3.6

University of Maynooth   September 2022 – December 2022

PROFESSIONAL EXPERIENCE

Grow Your Influence LLC   West Palm - FL

Owner/Founder   August 2020 - Present

- **An eCommerce business that resells social media services for a variety of platforms.**
- Generated over $257,000 in revenue for the calendar year 2021.
- Purchased $204,000 in google ads and optimized keywords to reduce customer acquisition costs.
- Optimized SEO to increase ROAS and bring down CPA's.
- Evaluated annual spend and lifetime values of customers to drive advertising budgets.
- Maintained books and records for tax purposes.

OneStone   Denver - CO

Operations Intern   June 2022 – September 2022

- **A company specializing in growing e-commerce sales for medium sized businesses.**
- Used multiple data sets to check for correct posting on Amazon and Walmart.
- Stayed persistent in working to appeal chargebacks.
- Used data analysis to find the products that generated the highest revenue.

Winona Powder Coating   Warsaw - IN

Production Intern   June 2017 – September 2021

- **An multi plant industrial powder and e-coat provider for manufacturers of metal parts.**
- Inventoried spare parts for maintenance and created a spreadsheet with photographs for identification to increase efficiency.
- Worked on the production line loading raw parts and packing finished goods.
- Used experience working on the floor to increase efficiency.
- Visited industrial customers with sales personnel to understand the sales process.

SKILLS

Certifications: Certified in Microsoft Excel, Word, PowerPoint, Access.
Coding: Proficient in Python and SQL.
Business Skills: Tableau, Regressions Analysis, JMP, Six Sigma DMAIC Problem Solving
Marketing: Google Ads, Google Analytics, SEO, Canva