

Robert Fields

Education

Wake Forest University, School of Business

Masters of Science in Business Analytics

GMAT: 710

Relevant Coursework: R, SAS, Statistics, Data Management, Predictive/Business Modeling

Winston-Salem, NC

May 2018

Wake Forest University

Bachelor of Arts in Economics

Relevant Coursework: Finance, Accounting, Econometrics, Financial Markets, Game Theory, Logic

Dean's List (Fall 2012 – Spring 2015)

Foreign Study: Barcelona, Spain

Winston-Salem, NC

May 2015

Fall 2013

Professional Experience

JouleBug

Research Analyst

Raleigh, NC

October 2016 – March 2017

- Developed new sales strategy to target over 25 new companies with an enterprise environmental sustainability app aimed at engaging companies in sustainable behaviors, increasing employee retention, and lowering energy liabilities.
- Researched sustainability trends, potential value propositions, and other signals that can be scraped from company websites to compile a leads database and marketing materials for 5+ new marketing campaigns.

Three Ships

Sales/Marketing Analyst

Raleigh, NC

May 2016 – September 2016

- Launched digital marketing customer acquisition startup as one of three employees, which included creating a website, setting up data collection and analysis systems, developing marketing strategy, and building and executing sales processes.
- Integrated data collection technology across business, from ads to sales calls, using Google Analytics and Tag Manager, call-tracking, etc.
- Frequently interfaced with both banks and customers to facilitate business lending process, finding qualified customers as well as effective financing solutions for business owners.

Red Ventures

Paid Search Analyst

Charlotte, NC

June 2015 – May 2016

- Created, organized, and executed A/B split tests on the account in collaboration with other analysts to optimize a full-funnel customer acquisition model and deliver data-driven insights into customer behavior; this involved bid management, content, site customization, etc.
- Managed an advertising account in Google AdWords with \$2 million per month in marketing spend with a focus on profit maximization.
- Led a four-month team project on resolving testing, segmentation, and attribution issues when running marketing campaigns in tandem.
- Evaluated open-ended business questions to uncover sub-optimal practices, delivered with an action plan of potential solutions.

New South Ventures

Associate Consultant Intern

Durham, NC

May 2014 - September 2014

- Compiled research to identify local laws, potential investors, grants and incentives, and other circumstances affecting the project.
- Developed pro forma business plans for real estate development projects, modeling a development budget, cash flows statement, list of financing sources, amortization schedules, investment return metrics, etc.

Royal Parking Inc.

Parking Associate

Raleigh, NC

June 2012 - August 2013

- Coordinated valet parking services at several locations in Raleigh, assisting customers with luggage, directions, area information, etc.

Community and Leadership Activities

Boy Scouts of America, Eagle Scout

Member, Troop 207

Raleigh, NC

February 2004 - January 2011

- Led Eagle Scout project of 110 hours building a retaining wall at a local park. Led other scouts and managed procurement of materials.
- Held several leadership roles in the troop including patrol leader, assistant senior patrol leader, and junior assistant scoutmaster; led scouts on camping trips and in other activities, such as teaching new skills and helping scouts complete rank requirements.
- Attended Philmont and Sea Base High Adventure Camps; Assistant Crew Leader for two weeks on 100+ mile backpacking trip at Philmont.

Inter Fraternity Council

Special Events Chair, Executive Board

Wake Forest University

September 2012 - May 2013

- Elected to assist in leading all IFC sponsored events involving the Fraternity and Greek community on campus.

First Presbyterian Church

Youth Ministry Intern

Raleigh, NC

August 2009 - June 2011

- Represented high school-aged youth by planning and leading weekly events; planned mission trips to Dominican Republic and Chicago for 30+ youth; organized a fundraising event that raised over \$5,000.

Skills

Technical: Microsoft Excel and Office, Google Analytics and AdWords, R, SAS, SQL, Salesforce, Google Tag Manager

Language Skills: Conversational knowledge of Spanish (oral and written)