

Robert Fields

Education

Wake Forest University, School of Business

Masters of Science in Business Analytics

Relevant Coursework: Predictive Modeling, Prescriptive Analytics, Finance and Risk Analytics, Data Visualization, R, SAS

GPA: 3.8

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

Fall 2013

Skills: Microsoft Excel and Office, R, Tableau, SQL, Google Analytics/AdWords/Tag Manager, SAS, AMPL, Salesforce, Conversational Spanish

Professional Experience

Charter Medical, Inc.

Analytics Consultant Intern

Winston-Salem, NC

October 2017 – Present

- Consulting for medical device manufacturer as part of capstone project in the MSBA program, serving as team lead and client liaison for portions of this year-long project.
- Creating a model to minimize costs related to orders and production, which will involve engaging with stakeholders to understand business objectives, gathering data, and building an optimization model to suggest minimum order quantities for a given product.

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 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. allowing the new business to use insights from our data to drive strategy during the launch period.
- Frequently interfaced with client banks and loan 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 and executed A/B experiments in collaboration with other analysts to maximize profit along the entire value chain of a digital customer acquisition model through bidding, marketing content, site customization, and analyzing user behavior.
- Managed an advertising account in Google AdWords with \$2M per month in spend with a focus on profit maximization that drove ~20,000 monthly sales and ~\$2M in monthly contribution margin.
- Led a four-month team project on resolving testing, segmentation, and attribution issues when running marketing campaigns in tandem, from defining the problem to exploring solutions and creating new strategies. This led to presenting findings to the company and teaching other analysts new best practices.

New South Ventures

Real Estate Development Intern

Durham, NC

May 2014 - September 2014

- Compiled research reports of the local context and developed pro forma business plans modeling budgets, cash flows, financing, etc.

Royal Parking Inc.

Valet Parking Associate

Raleigh, NC

June 2012 - August 2013

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 leadership roles including patrol leader and assistant senior patrol leader; taught scouts new skills and helped with 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

First Presbyterian Church

Youth Ministry Intern

Raleigh, NC

August 2009 - June 2011