

Alexander Wissman

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Professional Experience

RADY SCHOOL OF MANAGEMENT – UC SAN DIEGO

La Jolla, CA

Institutional Data Analyst

April 2020 – Present

- Manage the data analytics and reporting for standard key performance metrics on a broad scope of areas – marketing, admissions, academic outcomes, business school ranking measures, alumni affairs.
- Researches, gathers, analyzes, and summarizes information for data and reporting projects to support business goals of the Rady School.
- Manage the data collection, validation, submission, and analysis of numerous ranking surveys, school profile surveys, and AACSB accreditation surveys.

Marketing Data Specialist

November 2016 – April 2020

- Design and develop data dashboards in Tableau to monitor and analyze trends in graduate program lead generation, social media metrics, characteristics of applicants, and survey response results.
- Coordinate with various departments within the Rady School to collect and compile data for submission to external organizations. Manage the process of data collection, ensure the accuracy and completeness of data, and suggest revisions to processes to ensure better data outcomes.
- Maintain and organize the Rady School's database of startup companies founded by Rady students and alumni.
- Communicate the results of data analysis reports and insights using effective visualizations and graphics for diverse groups with varying levels of technical expertise.

COLEMAN UNIVERSITY

San Diego, CA

University Registrar

November 2014 – November 2016

- Developed the master schedule of four undergraduate programs and three graduate programs.
- Served as a member of the Database Committee to promote data-driven decision making to support university planning.
- Evaluated college transcripts for transfer credit. Conducted degree audits to ensure graduation eligibility.

COLEMAN UNIVERSITY

San Diego, CA

Institutional Research Analyst

May 2013 – November 2014

- Compiled reports on student success indicators to support annual plan objectives and strategies.
- Reviewed institutional data for integrity and reliability to ensure accurate reporting to both internal stakeholders and accreditation agencies.

Education

UC SAN DIEGO EXTENSION

La Jolla, CA

Certificate in Business Intelligence Analysis

December 2019

SAN DIEGO STATE UNIVERSITY

B.S. in Statistics with emphasis in Actuarial Science

San Diego, CA

December 2012

Technical Skills

Software: Tableau, Salesforce, Crystal Reports, SQL, Microsoft Excel