

EDUCATION**Master of Science in Business Analytics**, Rady School of Management 06/2025

University of California, San Diego

Relevant Courses: Customer Analytics, Marketing Analytics, Business Intelligence Systems, Business Analytics and Consulting, Collecting and Analyzing Large Data, Managerial Decision Making, Experiments in Firms, Deep Learning & GenAI in Business

Bachelor of Arts in Media Studies, Minor in Public Policy 05/2018

University of California, Berkeley

SKILL & COMPETENCIES**Data Analytics & Visualization:** SQL, Python, Tableau, Looker, BigQuery, Snowflake, Metabase**Business Intelligence & Tools:** JIRA, Excel, Salesforce, Google Query, Confluence, Notion, Hubspot, Zendesk**Revenue & Sales Analytics:** Customer Lifetime Value (CLV) Modeling, Churn Prediction, Forecasting,**Certifications:** HubSpot Revenue Operations Certificate, USA Weightlifting level 1**EXPERIENCE****Customer Success Manager**, Kaiko, Paris, France 01/2023 - 11/2023*Leading provider of institutional-grade cryptocurrency market data and analytics.*

Revenue Operations Team

- Led the Customer Success organization as the inaugural member, designing and implementing all core functions, including creating visibility and accessibility to customer data, QBR processes, and retention protocols for 160+ clients.
- Analyzed client data to forecast customer retention and churn, identifying strategic cross-sell and upsell opportunities, contributing to 10% revenue growth
- Detected critical gaps in client usage monitoring, driving improvements for all four product lines through collaboration with product team
- Partnered with sales operations and finance teams to develop analytic strategy for client insights and built a predictive process for client retention to mitigate client churn and boost save rate by 10%

Product Operations Analyst, Noyo, San Francisco, California 01/2021 - 09/2022*API platform enabling seamless data exchange for health insurance benefits.*

- Led the API integration cycle for benefits platform partners; managing timelines, documentation, and tasks for stakeholders
- Revitalized platform and carrier implementation process by identifying and improving process gaps, developing documentation, and developing internal visibility
- Built custom data visualizations in Metabase for various processes across operations, product, and sales organizations, enhancing operations team visibility by 75%

Customer Operations Associate, Guideline, San Mateo, California 09/2018 - 01/2021*Modern 401(k) provider offering affordable, automated retirement plans for businesses.*

- Improved and redesigned internal tools with product, data, and government filings teams over multiple iterations decreasing operational time by 10+ business days for every account

Customer Operations Senior Analyst 11/2019 - 12/2020

- Led plan transfer process and completed over 200 plan transfers totaling more than \$50 million working with external providers to ensure timely and compliant transfers
- Enhanced vendor relationships and operational efficiency by establishing a streamlined communication channel between Guideline's operations teams and financial custodian, reducing response time lulls by 25%

Financial Operations Analyst 09/2018 - 10/2019

- Completed intensive data reconciliations as a part of plan transfer audits and provided monthly customer churn and operations data analysis reports to leadership

Business Operation Intern, Wonolo, San Francisco, CA 09/2017 - 12/2017*On-demand staffing platform connecting businesses with gig workers for flexible jobs.*

- Studied customer financial data and conducted market analysis to manage and understand behaviors for four customer regions, discovered areas for increased customer engagement, and discerned potential new markets

PROFESSIONAL AFFILIATIONS AND LEADERSHIP

- **San Diego Surfers Women's Rugby Club** - 2023 D1 National Champions, 2x Pacific West Champions, 2x SCRFB Champions, various leadership positions 05/2021 - Present