Samantha Mays

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EDUCATION

University of Florida, Hough Graduate School of Business   **May 2019**
Master of Science in Information Systems and Operations Management (ISOM)   Gainesville, FL
- Track: Information Technology
- GPA: 3.78/4.00, KPMG Merit Scholarship Recipient

University of Florida, College of Health and Human Performance   **May 2016**
Bachelor of Science – Applied Physiology and Kinesiology, Exercise Physiology   Gainesville, FL
- GPA: 3.72/4.00, Summa Cum Laude

TECHNICAL SKILLS

Technical Skills: MS Excel, MS Power BI   **Software**: SAP Netweaver, Prism, SPSS, Qlik Sense
Programming Languages: Java, R, C#   **Database:** mySQL basics, MS Access

WORK EXPERIENCE

LivaNova, Competitive Intelligence and Data Analytics   **June 2019 – Present**
Associate Marketing and Analytics Manager   Houston, TX
Assist team members and other departments in making informed decisions about the business through data analysis and data visualization.
- Learned programming syntax for Qlik Sense and created a dashboard that reports quarterly business performance and account tracking recommendations. As a result, the dashboard increased team productivity by 10%.
- Built alternative forecast model in R for end-of-service implants to assist Sales in units sold quarterly target. Increased target accuracy by 6% between actual numbers and predicted.
- Determined physicians with history implanting our device and created a targeting segmentation using two different methods. Helped identify over 1000 new physicians to target.

University of Florida, Department of Physical Therapy   **June 2016 – April 2019**
Data Analyst   Gainesville, FL
Coordinated with 3 primary investigators on multiple research studies through data collection efforts. Provide support for research team members' studies. Perform key clerical duties.
- Analyzed and reported out on data for 6 different studies which analyze respiratory deficiencies in people with neuromuscular diseases. Collected respiratory data and created excel sheets of over 1000 data points to find the mean and standard deviation to be used for grant proposals and future studies.
- Developed macros and shortcuts on 3 different programs tailored specifically for each project, cutting analysis time by 15% on over 50 different sets of Excel sheets full of data points. As a result, data was given to the head investigator more effectively, leading to successful publications and grants.
- Consulted with 3 vendors about a cost-effective sleep monitoring device that captures key data points to be used in current and potential future studies. Compared potential device offerings and selected a device that was under budget by $1500 and included all the required accessories for a specific study.

INVOLVEMENT

Association for Information Systems
- VP of Media and Communications to promote the organization and help others improve their professional skills.

Gator Salsa Club
- Instructed salsa classes and helped promote the club.

Toastmasters Member
- Joined toastmasters club to improve presentation skills and support other in improving their skills.

Westwood Middle School Youth Combine Coach
- Created and implemented workout routines and enjoyable activities for an after-school program.