

# Samantha Mays

(386) 490-6828 | sami.mays93@gmail.com

linkedin.com/in/samantha-mays | <http://www.samimays.com> | <https://github.com/samimays>

## PROFESSIONAL SUMMARY

Data analyst for Epilepsy side of business. Completes all ad hoc requests to provide leadership team with KPIs, builds dashboards that have actionable insights, owns the forecast for setting sales goals and measuring progress, and builds analyses using third-party data to develop insights for other business units.

## TECHNICAL SKILLS

**Technical Skills:** MS Excel, MS Power BI

**Software:** Prism, Qlik Sense

**Programming Languages:** Java, R, C#, HTML, CSS

**Database:** mySQL basics, MS Access

## WORK EXPERIENCE

**LivaNova, Competitive Intelligence and Data Analytics**

**June 2019 – Present**

*Associate Marketing and Analytics Manager*

Houston, TX

Aid team members and other departments in making informed decisions about the business through data analysis and data visualization.

- Led a team of 3 that built an alternative forecast model using R studio to predict end-of-service implants, helping Sales calculate their units sold quarterly target, and aiding Commercial Operations set goals for reaching out to patients to receive new devices. As a result, we have increased accuracy of predicted implants to be within 6% of actuals, and increased forecast production by 200%.
- Taught myself programming syntax for Qlik sense, the company's data modeling tool. Since learning this, 5 dashboards have been built while working collaboratively with 3 different business units, resulting in automated reporting, which helped these units be 50% more effective with actionable insights.
- Utilized a third-party vendor's database using SQL to identify Community Neurologists that refer patients to Comprehensive Epilepsy Centers for specific procedures. Found over 3,500 Neurologists for the Commercial Operations team that were potential new prospects for prescribing our device.

**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.

## 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

## HOBBIES

- Dancing Salsa and Bachata – began in 2014