JONATHAN MENDEZ

Sales Strategist

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- ☎ (123) 456-7890
- 📍 Denver , CO
- in LinkedIn

EDUCATION

Bachelor's of Science
Data Analytics
University of Colorado
- 🗓 August 2000 - May 2004
- 📍 Denver, CO

SKILLS

Tableau
CRM
SQL
Problem solving
Managing multiple workstreams

CAREER OBJECTIVE

Seasoned data analyst with 17+ years in the field. Eager for an opportunity to leverage my data analysis expertise to provide a uniquely advantageous position as a sales strategist for McArthur Finance Associates.

WORK EXPERIENCE

Senior Data Analyst
Funding Circle US
- 🗓 August 2015 - current   📍 Denver, CO
- Headed data analysis for 12 employees and 10+ contractors, providing vital data to inform product and marketing teams
- Crafted models for future forecasting based on divergent data movement, saving $2M+ in expenses on unjustifiable marketing
- Presented critical information to stakeholders and internal departments, increasing investments by 40% while improving financial decision-making processes
- Created A/B experiments for products to improve the conversion rate by 22 basis points and reduce churn by 9 basis points
- Crafted data and reporting infrastructure with Tableau and SQL, providing live insights into the product, marketing funnels, and KPIs that improved response time to trends by 80%

Data Analyst
Iontra
- 🗓 July 2007 - August 2015   📍 Denver, CO
- Presented on groundbreaking research findings ad-hoc from disparate sources to upper-level management
- Illustrated procedural areas needing improvement via customer data, recommending SQL to improve nationwide retention and eventually leading a team that increased profit by 6%
- Collaborated with 5 departments, including product development and marketing, to establish Tableau reporting systems
- Developed logistic regression models on Python to help SEO team determine optimal keywords, increasing traffic by 19% in 2013
- Launched cohort analysis system that identified an opportunity to reduce pricing by 20% for a segment of users, and boosted yearly revenue by $1.75M

Entry Level Data Analyst
Emonics
- 🗓 May 2004 - July 2007   📍 Denver, CO
- Collaborated with a team of 6 data analysts and statisticians to provide recommendations for boosting net revenue
- Generated stakeholder and upper management reports on company performance metrics 4 times annually
- Instituted data catchment systems from 8 channels, including social media, magazines, site visits, and product purchases
- Conducted daily research on industry trends and performance metrics from competitors, crafting projections based on findings that made Emonics $3.6M in 2005