Sam Sherman

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SUMMARY

Continuous learner with CPG and SaaS sales experience and a background in hospitality eager to apply transferable skills to transition to a career in data analytics. Demonstrated ability to analyze large data sets and create actionable insights that maximize return while optimizing costs. Strong communicator, problem-solver, team player.

SKILLS & CERTIFICATIONS

- **Tools/Languages:** SQL, Microsoft Excel, Tableau, R, Python, git, PowerBI, iDIG, Salesforce, Google Suite
- **Skills:** Data Analysis, Data Visualization, Trend Analysis, Presentation, Communication, Pricing, Forecasting, Inventory Management, Pattern Recognition, Lead Optimization, Brand Development, IRI, Distribution, Budgeting, E-commerce
- **Certificates:** Google Data Analytics Certificate (issued by Coursera)

WORK EXPERIENCE

Next Glass/Untappd   **March 2022 – December 2022**
Brewery Partnership Manager   *Southeast US*
- Presented data-driven insights to over 100 C-level and VP-level clients to improve business decisions, resulting in 2nd highest leads generated for data products
- Tailored data products to customer's analytical needs, resulting in a 90% renewal rate

Boston Beer Company   **June 2019 – March 2022**
Market Manager   *Charleston, SC/Miami, FL*
- Boosted sales volume by 10% YoY by making product recommendations to wholesalers based on data analysis
- Implemented targeted price reduction programs based on data analysis, resulting in 107% increase in depletions
- Proposed targeted incentive programs and sales plans to improve sales in underperforming regions, resulting in a 10-30% lift in territory depletions

Dogfish Head Craft Brewery   **June 2016 – June 2019**
Sales Representative   *Miami, FL*
- Generated ad hoc reports to identify restaurant and grocery sales opportunities through the iDIG portal
- Managed the full sales cycle in a 4-county territory, resulting in a 50% increase in buying accounts over 3 years

Brown Distributing Company   **Oct. 2014 – June 2016**
Sales Representative   *Miami, FL*
- Increased distribution by managing a 500+ restaurant and bar territory by developing competitive beer menus, resulting in a 40% lift in distribution

PORTFOLIO PROJECTS ([Click for Portfolio Website](#))

- **[Molasses Category Overview Dashboard](#)** - *(Tableau)* - Created dashboard to visualize state of molasses CPG category for the purpose of developing private label strategy
- **[Adidas Sneaker Bot](#)** - *(Python)* - Programmed bot to scrape shoe size availability from website for the purpose of analyzing supply/demand
- **[Attributes of Popular Music](#)** - *(SQL, R, Tableau)* - Used SQL to clean 100k+ record data set, ran statistical analysis in R using ggplot2, and created Tableau dashboard for artists to identify areas of focus to increase song popularity scores

EDUCATION

University of Central Florida, Rosen College of Hospitality Management   **August 2013**
Bachelor of Science in Hospitality Management   *Orlando, FL*