

Sam Sherman

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SUMMARY

Business professional with experience in sales and a passion for data analytics. Demonstrated ability to analyze large data sets and create actionable insights with keen attention to detail. Proven track record of utilizing data to drive sales and increase efficiency. Strong communication skills and a passion for problem-solving make me an asset.

SKILLS & CERTIFICATIONS

- **Tools/Languages:** SQL, Tableau, R, Python, PowerBI, Azure Studio, Microsoft Excel, 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 wholesaler sales volume by 10% YoY by making product/package size recommendations based on data analysis
- Implemented targeted price reduction program 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

PERSONAL PROJECTS ([Click Here for Portfolio](#))

Molasses Category Overview Dashboard - (Tableau)

- Visualized state of molasses industry for the purpose of developing private label CPG strategy
- Identified competitive brands in the market, top selling brands, products, and package sizes, and average price
- Made recommendation for 2 new private label molasses products based on market trends and profitability

Attributes of Popular Music - (SQL (Azure Data Studio), R, Tableau)

- Cleaned large data set using SQL by removing duplicate records (reduced from 101,939 to 52,812), standardizing dates, removing extra characters, excluding irrelevant attributes, assigning string names to numeric qualitative values, concatenating values, joining tables, and segmenting tracks into 5 categories based on popularity for digestible analysis

- Identified and visualized correlations between song attributes and popularity in R Studio using “ggplot”
- Created interactive dashboard in Tableau to help stakeholders visualize how characteristics impact popularity
- Made recommendation of 3 specific areas of focus to better position artist’s ability to create song with high popularity rating

EDUCATION

University of Central Florida, Rosen College of Hospitality Management

Bachelor of Science in Hospitality Management

August 2013

Orlando, FL