Sam Sherman

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SUMMARY

Continuous learner with CPG and SaaS sales experience and a background in hospitality eager to apply transferrable and self-taught skills 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, passionate problem-solver, and adaptable team player.

SKILLS & CERTIFICATIONS

- **Tools/Languages:** SQL, Microsoft Excel, Tableau, R, Python, 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

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

Molasses Category Overview Dashboard - *(Tableau)*
- Visualized state of molasses category for the purpose of developing private label CPG strategy
- Identified category KPIs such as top selling brands, products, package sizes, and average price
- Made recommendation for 2 new private label molasses products based on market trends and profitability

Adidas Sneaker Bot - *(Python)*
- Programmed bot to scrape Adidas website to show size availability for specific shoe models
- Used BeautifulSoup packages to parse HTML on product webpage
- Automated web browser for scraping using Selenium packages

Attributes of Popular Music - *(SQL (Azure Data Studio), R, Tableau)*
- Used SQL to clean 100k+ record data set down to 53k
- Segmented records into 5 distinct categories based on popularity with SQL for digestible analysis
- Identified and visualized correlations between song attributes and popularity in R Studio using "ggplot" to recommend 3 specific areas of focus to increase likelihood of a song having high popularity score
- Created interactive dashboard in Tableau to help stakeholders visualize how characteristics impact popularity

EDUCATION

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