**Farah Martin**  
**Contact:** [**farahmartin@email.com**](mailto:farahmartin@email.com) | (123) 456-7890 | Brooklyn, NY | LinkedIn

**Education:**  
B.S. Mathematics and Economics, University of Pittsburgh  
September 2010 - April 2014, Pittsburgh, PA

**Skills:**

* SQL
* Excel/Google Sheets
* A/B Testing & Experimentation
* Tableau
* Python (Pandas, Scikit-learn)
* Google Analytics
* Leadership Experience

**Work Experience:**

**Data Analyst, Fountain House**  
May 2018 - Current, New York, NY

* Built data and reporting infrastructure using Tableau and SQL for real-time insights into product, marketing funnels, and business KPIs.
* Designed and implemented A/B experiments to improve conversion rates and reduce churn.
* Developed operational reporting in Tableau, resulting in $250K in annual incremental revenue.
* Led a team of 2 full-time employees and 4 contractors.

**Data Analyst, Wavely**  
August 2016 - May 2018, New York, NY

* Formulated and reported on KPIs across web properties using SQL and Google Sheets.
* Built a logistic regression model to help the SEO team, resulting in a 15% lift in YoY site visitors.
* Performed cohort analysis to boost yearly revenue by $730K.
* Developed root cause reports to address customer conversion issues, boosting conversions by 32%.

**Product Modeling Analyst, Geico**  
August 2014 - August 2016, Washington D.C.

* Developed and owned reporting for a nationwide retention program using Python, SQL, and Excel.
* Identified procedural improvements to enhance profitability by 8%.
* Applied models to predict repair costs for vehicles and presented findings to stakeholders.