

Your Name Here

City, State, Country

youremail@example.com, linkedin.com/in/yourprofile

SUMMARY

Data-driven business professional specializing in analytics and marketing insights; experienced in leveraging Power BI, SQL, Excel, and digital analytics tools to translate complex datasets into strategic recommendations for campaign optimization, ROI evaluation, customer segmentation, and performance reporting.

EDUCATION

Your University Name, City, State

Master's in Business Administration – Business Analytics

Your Undergraduate Institution, Bachelor's in Engineering – Field of Study

PROFESSIONAL EXPERIENCE

Graduate/Research Assistant

Month 20XX – Present

Your University, City, State

- Conducted marketing and behavioral research exploring decision-making factors influencing student enrollment.
- Developed a centralized contact and alumni dataset to enable segmentation and targeted program outreach.
- Cleaned and analyzed large datasets to uncover insights supporting recruitment strategies.
- Translated research findings into dashboards and visual reports for academic and administrative teams.
- Collaborated with faculty to source scholarly literature supporting ongoing behavioral and marketing studies.

Operations / Production Intern

Month 20XX – Month 20XX

Company Name, City, Country

- Assisted with daily production scheduling and monitored operations to improve resource utilization.
- Built dashboards and analytical reports to identify inefficiencies and track key production metrics.
- Coordinated with quality and procurement teams to maintain consistent workflow and inventory levels.
- Prepared weekly operational summaries and visualizations for management review.
- Supported marketing initiatives by organizing internal product data and designing visual assets.

ACADEMIC / TECHNICAL PROJECTS

Inventory and Logistics Management System

- Designed a SQL-based system with automated validation and workflow triggers to improve operational visibility.
- Enhanced data architecture to reduce discrepancies and streamline decision-making across product movement.

Sales Analytics Dashboard

- Built an interactive Power BI dashboard analyzing tens of thousands of sales records to identify trends.
- Delivered insights supporting product prioritization, marketing strategy, and forecasting improvements.

Fraud Detection Modeling

- Developed and evaluated machine learning models (e.g., XGBoost, Random Forest) for fraud classification.
- Applied predictive analytics and validation techniques to reduce false positives and improve detection accuracy.

SKILLS

- Analytics Tools:** Power BI, SQL, Excel, Google Analytics, Python (Basic)
- Marketing Techniques:** Market Research, Segmentation, A/B Testing, ROI Analysis, Campaign Optimization
- Creative & Content Tools:** Canva, MS Office Suite, Google Workspace, Basic CRM Tools
- Reporting & Visualization:** KPIs, Dashboarding, Data Storytelling, Performance Analytics
- Soft Skills:** Communication, Collaboration, Problem-Solving, Adaptability