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| William John Ziebert  Business Intelligence Analyst Profile | Dallas, TX 75206 ▪ (512)-705-4218  [w.ziebert@gmail.com](mailto:w.ziebert@gmail.com) ▪ [LinkedIn](https://www.linkedin.com/in/will-ziebert/) |

Dynamic and performance-oriented professional with commendable expertise in conducting user research, maintaining digital analytics dashboards, and creating visually appealing user-centered web applications to drive user engagement. Adept at leveraging natural language processing to categorize structured and unstructured customer feedback, extracting meaningful insights to empower strategic decision-making and fuel continuous improvement initiatives. Skilled in translating user needs into actionable solutions, applying programming expertise to drive effective outcomes. Bilingual Communicator; Proficient in Agile, Scrum, and Lean methodologies.

**Areas of Expertise**

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| * Web Development * Business Analysis * Data Mining | * Digital Marketing * Relationship Building * Project Management | * Data Storytelling * Cross-functional Collaboration * Strategic Planning & Execution |

**Professional Experience**

**Business Intelligence Analyst, GM Financial, TX 06/2022 - Present**

Engineered and deployed sophisticated natural language processing algorithms adept at categorizing and managing key performance indicators, revolutionizing the handling of customer feedback across different survey channels.

* Achieved a 15% increase in customer engagement rates by meticulously evaluating survey data and identifying areas for enhancement in collaboration with international teams.
* Augmented net promotor score by 35% in four international countries through supervising customer sentiment via programming categories using XM Discover.
* Developed SQL expertise in professional environment, leading to a 50% reduction in query execution time for internal reports.

**Marketing Analyst, The Mentor Method, TX Jun 2020- Aug 2022**

Spearheaded comprehensive market research initiatives, unearthing lucrative growth opportunities, and aligning product offerings with customer preferences.

* Designed and developed responsive [website](https://www.thementormethod.com/) boosting website traffic by 30%.
* Performed data analysis, wrote queries, and devised sales forecasts for global team of ten business leaders, leading to substantial $100K investment from Google's "Black Startup Founders Fund."

**Education & Credentials**

**Master of Science in Business Analytics |** Texas Christian University, Neeley School of Business, TX (2022)

*Emphasis in Data Analytics, Statistics, and Business Intelligence (GPA: 3.8)*

*Neeley & Associates Consultant (2022) | Member of Marketing and Data Analytics Club*

**Bachelor of Arts in Psychology** **|** Texas Christian University, Neeley School of Business, TX (2021)

*Minor in Spanish | Kappa Sigma Fraternity | Dean’s List Fall 2019 through Spring 2021*

**Microsoft Office Specialist Certification**

**Community Involvement**

Risk Manager, Kappa Sigma Fraternity, TCU Chapter (2021) | Surf Volunteers - Costa Rica, Volunteer (2018)

**Technical Proficiencies**

XM Discover, SQL, HTM, CSS, JavaScript, Advanced Microsoft Office, Tableau, Power BI, Google Analytics