Bethany Collins

MANAGER

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Manager Summary

- Experienced analytics professional with 10+ years of experience and a proven track record of delivering impactful insights and driving business outcomes through cross-functional team leadership.
- Lead a cross-functional team of 15+ individuals to implement a new pricing strategy, resulting in a 10% increase in revenue at Darby Corp.
- Led a team of 5 data analysts to provide data-driven insights to senior leadership, resulting in a 10% increase in revenue.
- Mentored team members to develop their technical and communication skills, resulting in 2 team members receiving promotions within 12 months.

Work History

Senior Analytics Manager
Darby Corp.
August 2020 - Present

- Led a team of 8 data analysts to develop and implement a predictive model to forecast sales, resulting in a 20% increase in sales and a 15% reduction in inventory costs.
- Developed and implemented a data governance program, resulting in a 25% improvement in data quality and a 30% reduction in data processing time.
- Led a cross-functional team of 15+ individuals to implement a new pricing strategy, resulting in a 10% increase in revenue and a 5% increase in profit margin.
- Coached and mentored team members to develop their technical and leadership skills, resulting in 4 team members receiving promotions within 12 months.

Analytics Manager
Pacifica Inc.
August 2017 - May 2020

- Led a team of 5 data analysts to provide data-driven insights to senior leadership, resulting in a 10% increase in revenue.
- Developed and implemented a data quality program, resulting in a 15% improvement in data accuracy and a 20% reduction in data processing time.
- Led a cross-functional team of 10+ individuals to implement a new customer segmentation strategy, resulting in a 25% increase in customer retention and a 20% increase in customer lifetime value.
- Coached and mentored team members to develop their technical and leadership skills, resulting in 3 team members receiving promotions within 12 months.

Analytics Lead
Jackie Ace
August 2012 - May 2017

- Led a team of 7 data analysts to support multiple business units in making data-driven decisions, resulting in a 15% increase in revenue and a 10% reduction in operating expenses.
- Developed and implemented a predictive model to forecast customer churn, resulting in a 30% reduction in churn rate and a 25% increase in customer lifetime value.
- Collaborated with cross-functional teams to develop and implement a new marketing campaign, resulting in a 20% increase in customer acquisition and a 15% increase in customer retention.
- Mentored team members to develop their technical and communication skills, resulting in 2 team members receiving promotions within 12 months.

Education

Masters of Science in Analytics
Delaware State University
August 2017 - May 2020

Bachelor of Science in Mathematics
Delaware State University
August 2008 - May 2012

High School Diploma
Brandywine High School
August 2004 - May 2008

Skills

Project Management
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Data Analysis
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Communication
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Leadership
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Time Management
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Data Visualization
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Interests

In my free time, I enjoy volunteering at a local literacy program. I am an avid reader and enjoy discussing books with my book club. I also love traveling and experiencing new cultures.