
Business Analyst Summary

- Transitioned from a successful 6-year sales career to business analysis, leveraging extensive market insights.
- Drove a 30% increase in sales efficiency through analytics-driven sales strategies and customer segmentation.
- Developed a predictive sales model that resulted in a 20% increase in cross-sell opportunities.
- Proficient in Salesforce, Microsoft Excel, and Power BI.

Work History

Sales Analyst

July 2019 - Present

Dynamic Sales Solutions

- Utilized sales data to identify trends, improving product positioning and achieving a 15% growth in market penetration.
- Implemented a CRM analytics system that enhanced customer relationship management, leading to a 25% increase in customer retention.
- Collaborated with the marketing team to refine targeting strategies, which increased lead conversion rates by 18%.

Sales Manager

May 2015 - June 2019

Peak Performance Retailers

- Led a sales team of 20, achieving the highest annual sales growth of 40% in 2018 through the introduction of data-driven sales tactics.
- Developed training programs that integrated sales data analysis, increasing team's sales productivity by 35%.
- Spearheaded a customer loyalty analysis project, resulting in a tailored rewards program that boosted repeat business by 30%.

Sales Associate

January 2013 - April 2015

Horizon Tech Distributors

- Exceeded individual sales targets by 25% through the adoption of an analytical approach to customer needs assessment.
- Contributed to the development of a new sales forecasting tool, enhancing inventory management and reducing stockouts by 20%.
- Participated in a cross-functional team to redesign the sales process, which improved overall customer satisfaction scores by 10%.

Education

Bachelor of Science in Marketing

January 2009 - January 2013

University of Florida

Skills

Data Analysis



CRM Systems



Management



Design



Communication



Cross-Functional



Interests

- 21K runner
- Enthusiastic traveler
- Explorer of diverse cuisines