

PROFESSIONAL SUMMARY

Data-driven professional with 5+ years of experience in analytics, retail sales execution, and marketing research. Skilled in survey design, regression modeling, and digital marketing strategy. Known for bridging data interpretation with client-ready storytelling to guide decision-making.

Career Highlights:

- Supported Fortune 500 clients at Accenture with KPI dashboards and multimillion-dollar process optimization projects.
- Drove **15% increase in trial and conversion** through new product launches and retail activations at Mark Anthony Brands.
- Designed and analyzed national consumer survey (2025), uncovering key purchase drivers in functional beverage market.

SKILLS

- **Analytics & Tools:** Excel, SQL, Power BI, Tableau, Qualtrics, SPSS, Google Analytics, JASP
- **Research & Insights:** Survey Design, Social Listening, Consumer/Category Insights, Forecasting, Regression Modeling
- **Marketing & Strategy:** Digital Marketing, SEO Strategy, Brand Positioning, Messaging
- **Professional:** Stakeholder Communication, Executive Storytelling, Multi-team Collaboration

PROFESSIONAL EXPERIENCE

BUSINESS OPERATIONS ANALYST SUBJECT MATTER EXPERT

JAN 2022 – SEPT 2025**Accenture****Austin, TX**

- Supported Fortune 500 clients with KPI dashboards and process optimization, enabling leadership to identify resource gaps and boost delivery quality.
- Reduced invoice backlog and **improved vendor satisfaction by 25%** through Oracle Fusion Cloud process optimization.
- Authored Desktop Procedure documentation, **cutting new hire ramp-up time by 30%** and raising workflow accuracy.
- Partnered with leadership on SLA governance, audits, and workflow redesign, contributing to multimillion-dollar client projects.

FIELD SALES REPRESENTATIVE

JUL 2019 – DEC 2021**Mark Anthony Brands Inc.****San Antonio, TX**

- Grew territory sales by leveraging IRI/Nielsen data to optimize promotions across 100+ retail accounts.
- Secured premium shelf space in H-E-B, Target, Walmart, Specs, and 7-Eleven, boosting visibility for White Claw, Mike's, and Cayman Jack.
- Delivered **15% increase in trial and conversion** through new product launches and localized events.
- Awarded **Top New POD Performer (2021)** for exceeding growth KPIs and driving data-informed execution.

RESEARCH EXPERIENCE

CONSUMER INSIGHTS SURVEY – LEAD ANALYST & CO-AUTHOR

JAN 2025 – MAY 2025

- Designed and administered a national survey to assess consumer preferences in the prebiotic soda category.
- Analyzed 56 valid responses using Excel; identified key purchase drivers including health benefits, flavor, and price sensitivity.
- Delivered strategic recommendations to improve brand positioning, product development, and retail distribution.

TEXAS A&M RESEARCH SCHOLAR

AUG 2017 – DEC 2017

- Led a spatial analysis project examining how poverty, race, and industry presence intersect to impact urban drinking water quality in the U.S.

EDUCATION

Master of Science in Marketing Research & Analytics, Texas Tech University**MAY 2026****Bachelor of Science in Political Science, Texas A&M University****DEC 2017**