

Business Intelligence | Sales Strategy & Operations | Data-Driven Decision Making

Business Intelligence Analyst with extensive experience in building and maintaining dashboards, visualizations, data pipelines, and datasets, and leveraging data-driven insights to optimize business processes, improve sales pipeline performance, and drive revenue growth. Skilled in building actionable reporting dashboards, analyzing sales metrics, and identifying opportunities for process improvements. Adept at partnering with cross-functional teams to deliver executive-level insights and enhance business strategy and efficiency.

CORE QUALIFICATIONS

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| + | Business Intelligence | + | Data Analysis and Reporting | + | Salesforce (SFDC) |
| + | SQL Database Querying | + | Sales Analytics | + | GTM Process Optimization |
| + | Python | + | Stakeholder Collaboration | + | Effective Communication |
| + | Data Visualization Tools | + | Snowflake | + | Sales Automation Tools |

TECHNICAL SKILLS

- ★ **Data Analysis:** Excel, SQL (Snowflake), Python
- ★ **Data Visualization Tools:** Salesforce (SFDC), Metabase
- ★ **GTM Tools:** Salesforce, CRM systems, performance marketing analytics
- ★ **Sales & CS Analytics:** Customer Acquisition Cost (CAC), Lifetime Value (LTV), Customer Retention Cost, ROI analysis, Lead Conversion Rate, Churn Rate, etc.

CAREER HIGHLIGHTS

- Led, built, and launched a Salesforce CRM Analytics dashboard project for our Scaled Business Solutions team, showcasing business insights and analytics, and facilitating daily work for hundreds of daily users around the world, and helping to optimize sales operational efficiencies.
- Conducted, compiled, and presented product analysis and POV for Product and GTM leadership, which was used to craft long-term strategy and ensure R&D team support and resources for Indeed’s hiring events product.
- Led the Sales/CS strategy for a large 3-month marketing promotion, which brought in over 10,000 new clients.
- Analyzed performance data to optimize go-to-market strategy for a new product, resulting in over 2 million employer-jobseeker connections and significantly improving product engagement rates.
- Redesigned and migrated mission-critical sales dashboards and data pipelines in Salesforce, improving reporting accuracy, streamlining access to key Sales & CS KPIs, and enhancing cross-team alignment.
- Conducted internal stakeholder roundtables and focus groups, as well as collected client feedback that was used to influence the Product team to create a new product, which has increased job seeker and employer connections by 6% since launch.
- Led a successful sales pilot for an automation product, engaging with 700+ clients and resulting in an increase in product adoption by 2x vs. the control group

PROFESSIONAL EXPERIENCE

[Indeed](#), Austin, TX

April 2022 - Present

Senior Business Intelligence Analyst - Salesforce CRM Analytics (2024 - Present)

Identifying, designing, and implementing new analytics solutions inside Salesforce. Maintaining and growing one of the largest implementations of Salesforce CRM Analytics in the world. Meeting with partner teams regularly to refine requirements and review dashboard designs. Supporting end users by answering their questions and investigating possible issues. Creating ad hoc SQL queries to answer data questions and investigations that arose. Leveraging Python and SQL for uncovering optimization opportunities within my role and scope. Building and maintaining data pipelines, data sets and structures, and dashboards and reports in Salesforce CRM Analytics. Partnering with Sales/CS Strategy and Data Engineering teams to develop reporting processes for Sales & CS, aligning data standards, and delivering

actionable insights to reps and leadership. Advocating and creating strategies for ways for Sales and Client Success teams and reps to move faster and more efficiently.

Product Strategist - Global Product Commercialization (2022 - 2024)

Assessing and deciding on strategies to launch new products, partnerships, and features into the market. Working hand-in-hand with Product Management, Marketing, and Product to define the roadmap and develop go-to-market strategies that drive long-term product adoption and revenue growth. Owning product feature prioritization for my product, making decisions that optimize for growing revenue and improving the customer experience. Leveraging data to inform product commercialization decisions (e.g., market launches, pricing, product features) using tools like SQL, Python, Jupyter Labs, and MS Excel. Proactively identifying analytical opportunities with minimal input from senior stakeholders. Developing and writing business requirements for prioritized product features with technical, customer, and Sales/CS facing requirements. Leading and owning all our Hiring Platform Sales, CS, and global commercialization processes.

Talroo, Austin, TX

February 2017 - 2022

Senior Data Business Analyst (2018 - 2022)

Responsible for growing Client Success Team revenue and margin through data analysis, tests, and insights via SQL querying, BI tools Cluvio and Metabase (similar to Tableau), and MS Excel. Led the rollout and technical training of a title expansion feature, resulting in a high-profile client increasing clicks by 50k and applicants by 3k Q/Q, and a record low CPA, and record high conversion rates. Built a dashboard giving CS reps the ability to see a Client's "Share of Voice", used in Client QBRs. Implemented and refined dashboards to monitor Customer Success metrics, including churn rate, customer acquisition cost (CAC), and lifetime value (LTV), as well as other data insights, improving team performance through enhanced data accessibility and driving strategic decisions that increased revenue and reduced churn. Regularly work with C-Level and departmental leadership across the company on data and business projects. Communicated and collaborated with Product Managers to help create/develop, analyze, and test new and existing projects and products. Presented technical content to audiences across multiple departments and chains of command. Worked jointly with Client Success Managers and Account Executives to fulfill clients' needs. Worked directly with clients to answer questions or solve problems.

Client Success Analyst Team Lead (2017 - 2018)

Responsible for leading a team of five (5) CSAs that managed 70% of the company's revenue. Created, documented, and conducted team training and departmental best practices. Interviewed and hired candidates for my team. Grew Job Board team vertical's revenue by 20% Quarter over Quarter and maintained a 95% retention rate. Created various processes and procedures for the team to lead effectively and efficiently. Communicated with department Director, VP, and other C-Level staff and other team members from various departments regularly and effectively.

EDUCATION / CREDENTIALS

Western Governors University

MS, Data Analytics - Data Science, *(Currently Enrolled)*

Southeastern Louisiana University

B.A., Marketing, December 2014