

## Summary

Versatile, high-energy, and results-oriented business analytics professional with experience collecting, transforming, and organizing data to drive informed decision-making. Excellent understanding and proficiency of platforms for effective data analyses, including SQL, spreadsheets, Tableau, and R. Strong communication, organizational, and analytical skills. Recently completed the Google Data Analytics Certificate – a rigorous, hands-on program that covers the entire scope of the data analysis process. Transitioning from 18+ years of success in establishing and growing multiple businesses within the finance, real estate, media, and advertising industries and seeking a full-time role in the field of data analytics.

## Certifications, Licenses, & Professional Development

**Google Data Analytics Professional Certificate** | Coursera/Google | 2022

**Data Analytics Certificate** | Break Into Tech | 2022

**SQL: Querying and Managing Data** | Khan Academy | 2022

**Licensed Real Estate Agent** | State of South Carolina | 2005 - Present

## Skills

**Tools:** R, SQL, PostgreSQL, SQLite, Teradata, Tableau, Excel

**Techniques:** ROI Optimization & Impact Analysis, KPI Creation, Web Development, Financial Analysis, A/B Testing, Data Aggregation, Data Analytics, Data Cleaning, Data Ethics

**Leadership:** Stakeholder Management, Cross-Functional Leadership, Change Management, Interpersonal & Presentation Skills, Operations Management, Procedural Development, Strong Analytical Skills, Pattern Recognition, Complex Problem-Solving Skills, Attention to Detail, Structured Thinking, Data-Driven Decision Making, Research, Communication

## Professional Experience

**RealEstatePhotoFix.com | Charleston, SC**

**Owner/Founder | 09/2012 – 04/2021**

*Provided executive leadership with full P&L accountability for all business operations. Hired, coached, developed, and mentored a team of talented photo editors, office manager, and sales and marketing staff. Sold the business to an acquiring agency for a substantial profit.*

### Key Contributions:

- Developed the company's website using Wordpress, Elementor, and HTML.
- Created an ordering system using Jotform for data collection, Integromat for data integration, and Google Sheets for data management and analysis.
- Fostered a positive and team-oriented environment through goal setting, employee empowerment, and recognition of performance excellence.
- Utilized pivot tables and data visualization to provide financial cost analysis, monitoring and control of costs, and budget management for all operations.
- Maintained an open dialogue with stakeholders to drive organizational success and manage strategic objectives.
- Effectively planned and managed media marketing across multiple ad channels, social media advertising, paid search, email marketing, and email retention programs. Performed data analysis on paid search metrics to ensure funds were allocated to the proper campaigns, keywords, and ads.

**Pixel Media Group | Charleston, SC**

**Owner/Founder | 09/2012 – 07/2018**

*Provided lead-generation services for industry-leading companies like DirecTV, CreditRepair.com, ADT Home Security, Hotels.com, and many more.*

### Key Contributions:

- Effectively planned and managed paid search media to drive potential leads to client landing pages. Used Google Analytics and spreadsheets to analyze website traffic, ad spend, keyword performance, and ad performance to detect trends, make changes, and maximize ROI.

- Designed and developed website landing pages tailored to each client's unique selling proposition using Wordpress, Elementor, and HTML.
- Developed and implemented digital marketing strategies and campaigns to attain new customers. Established KPIs for the campaigns and tracked progress against expectations using spreadsheets.
- Communicated with sales team to ensure lead quality and optimized search campaigns to ensure quality KPI thresholds were met.

### **Charleston Real Estate Media | Charleston, SC**

**Owner/Founder | 06/2010 – 11/2017**

*Founded the first professional real estate photography company in Charleston, SC. Grew the business multi-fold, making it an attractive acquisition target and receiving multiple offers. Sold the business for \$540,000 in 2017.*

#### **Key Contributions:**

- Developed the company's website using Wordpress and HTML.
- Created an online ordering system to manage customer queues and optimize staffing.
- Effectively planned and managed media marketing across multiple ad channels, social media advertising, paid search, email marketing, and email retention programs. Performed data analysis on paid search metrics to ensure funds were allocated to the proper campaigns, keywords, and ads.
- Acquired clients through various offline campaigns including referrals, networking, and office presentations.
- Hired, coached, developed, and mentored a team of talented photo editors, photographers, office manager, and sales and marketing staff.

## Other Professional Experience

### **Personal Finance Management | Charleston, SC**

**Entrepreneur | 02/2020 – Present**

*While completing the analytics and SQL certifications, spent my additional time learning more about the financial industry. Studied stock market trends, learned about hedging strategies and executed data-driven equity trades.*

### **AgentOwned Realty | Charleston, SC**

**Realtor | 12/2005 – Present**

*Acted as an intermediary in negotiations between buyers and sellers over property prices and settlement details. Participated in the company's recruiting platform and facilitated the hiring of dozens of agents.*

### **Insight Enterprises | Charleston, SC**

**Owner/Founder | 05/2003 – 06/2010**

*Provided field services for financial institutions and insurance companies. Services included field collections on auto and home loans, collateral inspections, occupancy verifications, loss mitigation services, property measurements, and property inspections.*

### **iSave Realty | Charleston, SC**

**Owner/Founder | 03/2007 – 12/2008**

*Founded one of the first discount-commission real estate brokerages in Charleston, SC. Grew the business multi-fold, making it an attractive acquisition target. Sold the business in 2008.*