

Jamie Anthony

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I am passionate about inspiring process improvement: drawing actionable insights and driving implementation with data driven strategies. In my previous roles I found creative solutions to complex questions by transitioning between creative, integrative, and analytical thinking. I leveraged data to increase sales and consumer engagement, and encouraged a digital transformation. I am looking to continue expanding my skills in an environment that will challenge me to blend customer-centric principles with industry-changing innovation.

SKILLS

- Data Driven Analysis
- Innovative Strategy
- Marketing Research
- Project Management
- Predictive Trends
- Data Visualization
- Idea Generation
- Problem Solving
- Collaboration

SOFTWARE KNOWLEDGE

- Microsoft Excel
- Tableau
- Power BI
- SQL
- XL Miner
- Google Analytics

CERTIFICATES

- Business Operations
- Accounting Specialist
- Business Specialist
- Google Ads Search
- Google Ads Display
- Google Analytics

EDUCATION

Florida Atlantic University

Master of Business Administration
Concentration in Business Analytics

Florida Atlantic University

Bachelor's Degree in Marketing

EXPERIENCE

Polyglass / Sales Reporting Analyst

June 2021 - July 2022

- Created and maintained Power BI dashboards of regional sales reps' revenue attainment and sales forecast, optimizing strategy and reporting actuals vs budget with analysis on areas of high deviation
- Synthesized internal analyses and external data, and used analytic storytelling to provide strategic actionable performance recommendations to senior level executives, relaying potential business impacts, and influencing decisions
- Conducted research, developed analyses, and created insights to support and enable strategy, translating analytical findings into concrete business recommendations to drive growth agenda

Polyglass / Marketing Analyst

June 2019 - May 2021

- Effectively segmented consumers and created innovative marketing campaigns to target their needs, staying one step ahead of trends and competition, and continually updating and improving customer experiences/campaign ROI
- Prepared marketing activity reports and leveraged customer metrics for their impact, measuring cost center success and identifying growth opportunities and threats
- Built cross- functional relationships, sharing resources, and working with product design and R&D teams to develop and execute media campaigns.
- Influenced brand strategy by synthesizing customer analytics & competitive insights into an agreed direction; providing analysis to the product team to bring forth successful adoption of new features and functionality, and providing lead intelligence to better support the sales team

Individual Contribution to QRewards Project in Phase 2

- Drove innovation and growth by analyzing inputs from customer engagement data to enhance rewards strategies
- Increased existing customer engagement 35% by and grew customer base by 20%
- Worked with the creative design marketing team on the Polyglass mobile app to create and manage Snap to Claim Feature
- Improved marketing campaigns, sales techniques and even product design leveraging data from submitted contractor invoices
- Armed product management with competitive insights
- Divested from 3rd party vendor rewards platform, resulting in 20% savings to the marketing budget, and greater competitor/industry insights