MICHAEL ANDERSON

Growth Analyst

MA

CONTACT

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📍 San Francisco, CA

EDUCATION

Bachelor of Science in Information Technology

University of Southern California
2016-2020

SKILLS

- Market Research
- Data Mining
- SQL
- Predictive Analytics
- Customer Engagement
- Reporting

LANGUAGES

- English
- Spanish
- French

Strategic Growth Analyst with 5 years of experience in the telecommunications industry, specializing in data analytics to drive business growth and customer engagement. Proven ability to analyze market trends and customer insights to formulate effective marketing strategies. Strong skills in statistical analysis, data mining, and reporting. Adept at collaborating with cross-functional teams to execute projects that enhance customer experience and optimize service delivery.

💼 WORK EXPERIENCE

Growth Analyst
2020-2023

Telecom Innovations Corp.

- Conducted market analysis to identify customer needs, leading to a 20% increase in new service adoption.
- Developed predictive models to forecast customer churn, enabling targeted retention strategies that reduced churn by 15%.
- Collaborated with marketing to create data-driven promotional campaigns that improved customer acquisition rates.
- Created and maintained dashboards to report on key performance indicators, enhancing visibility for senior management.
- Presented findings to stakeholders, guiding strategic decisions on service enhancements.
- Trained team members on new analytical tools, improving overall analytics capabilities within the team.

Data Analyst
2019-2020

Network Solutions Inc.

- Analyzed customer feedback data to identify service improvement areas, leading to a 10% boost in customer satisfaction scores.
- Worked with product teams to develop data-driven enhancements to existing services.
- Developed and executed data collection strategies that improved data quality and accessibility.
- Presented data insights to management, influencing product development priorities.
- Collaborated with IT to streamline data processes, reducing report generation time by 30%.
- Conducted training sessions on data analytics tools for cross-functional teams.

★ ACHIEVEMENTS

- Received the Excellence Award for outstanding analytical contributions at Telecom Innovations Corp.
- Successfully implemented a customer feedback loop that increased engagement by 25%.
- Led a project that resulted in a 15% reduction in operational costs through improved processes