# Experience

### **Senior Strategy & Innovation Analyst**

AAA Northeast | Providence, RI | 2024 – Present

* Led a data-driven initiative to identify high-growth membership opportunities by analyzing census and internal data, resulting in a **new AAA membership b** targeting underpenetrated areas.
* Designed an advanced member segmentation model that clustered ticket-purchasing members, increasing targeted marketing effectiveness by **50%** and influencing strategies in travel and insurance business units.
* Developed executive-level reports and dashboards used by the CEO and external partners to drive strategic decisions.
* Conducted geospatial analysis to identify optimal locations for **new branch openings and relocations**, optimizing customer reach and operational efficiency.

### **Strategy & Innovation Analyst**

AAA Northeast | Providence, RI | 2022 – 2024

* Built **automated data processing solutions,** reducing stakeholder request turnaround time and streamlining reporting processes.
* Developed a data model identifying **top-performing travel partners** based on sales and commission potential, leading to a **32% increase in commission revenue** for the AAA Travel team.
* Created Power BI dashboards integrating membership and census data, helping pinpoint **key target growth areas.**
* Provided data-driven recommendations that shaped AAA’s long-term market expansion strategy.

### **Sales & Operations Manager**

Enjoy Technology | Boston, MA | 2020 – 2022

* Led sales and operational strategy, driving a **120% sales increase** while reducing costs by **15%** through optimized training and logistics.
* Managed Boston operations, making it one of the first **five markets to reach profitability.**
* Implemented **data-driven route optimization** and inventory forecasting, boosting efficiency and sales performance.

SKILLS

* **Programming & Querying:** DAX, SQL, Python,
* **Visualization & Reporting:** Power BI, Tableau, Excel, Deneb/Vega-Lite
* **Data Modeling & Analysis:** Statistical Analysis, Forecasting, Predictive Modeling
* **Business & Strategy:** Competitive Intelligence, Growth Strategy, Executive Reporting

# Education

* Bridgewater State University | B.S. in Data Analytics & Marketing | 3.45/4.0 GPA | 2016 – 2020

# CertificationS

* Data Visualization – Elvtr Academy (2023)
* Power BI & SQL for Data Science