

CAITLIN APPLEBY

Analyst

EDUCATION

JACKSONVILLE UNIVERSITY
GPA: 4.0
M.S. Applied Business Analytics
(Expected graduation April 2021)

UNIVERSITY OF HARTFORD
B.S.B.A.
Accounting & Actuarial Science
(Graduated: May 2010)

Relevant Coursework

Data Mining Predictive Analytics
Applied Statistical Modeling
Applied Managerial Analytics
Visual Storytelling with Tableau

ADDITIONAL SKILLS

Proficient:

Microsoft Excel & VBA
R & R Studio
Sales Analysis
Powerpoint / Keynote
Google Analytics
Microsoft Word
Advanced Writing Skills
Tableau

Familiar with:

JavaScript
SQL
InDesign
Photoshop

REFERENCES

Available upon request

CAREER SUMMARY

Driven professional with 7.5+ years of experience and proven knowledge of brand management, project planning, and strategic business analysis with a goal to leverage my skills as an Analyst within your company.

PROFESSIONAL EXPERIENCE

REVENUE & OPERATIONS COORDINATOR

PPI, Fort Lauderdale, FL / Jun 2018 – Present

- Create and implement strategic marketing campaigns for 4 major cruiselines
- Create training resources and implement bi-annual training conferences for 42+ sales professionals
- Track and analyze sales reports for cruiseline and retail partners
- Manage communications with 17 brands, 8 retailers, and PPI management to provide an outstanding travel & sales experience and maximize revenue through marketing campaigns

DEVELOPMENT COORDINATOR

Treehouse Foundation, Easthampton, MA / Nov 2016 – Jun 2018

- Updated donor database and analyzed donor/donation trends
- Co-wrote local and national fundraising grants with COO
- Managed, implemented, and tracked social media campaigns/fundraisers
- Designed, launched, and grew new dynamic website resulting in 20% increase of online revenue stream

ART GALLERY MANAGER

Park West, Miami Lakes, FL / Jun 2014 – Nov 2016

- Prepared excel automation for customer tracking which was implemented company wide
- Developed & executed a comprehensive marketing plan to generate revenue onboard 4 major cruiselines
- Managed and trained luxury sales teams across varying global markets
- Hosted educational lectures and sales events improving YOY sales by 25%

SALES & OPERATIONS MANAGER

Kallati Diamonds, Great Neck, NY / Nov 2012 – May 2014

- Developed and implemented new corporate branding strategy
- Coordinated all operational and logistical aspects of the business for the entire sales team across 7 cruise lines worldwide
- Optimized revenue through sales and performance analysis
- Increased corporate sales ranking by 25 points ranking in the top 8% of all trunk shows

