Jacob McAfee, MBA

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SUMMARY

Prospective marketing analyst with over 2 ½ years of experience as a data analyst and over 6 years working independently as a marketing contractor for small businesses and startups. After recently finishing my MBA with a focus in Marketing Analytics, I am seeking a change in roles back to my first love of marketing where I can apply my problem solving and analytical skills in an upbeat, driven establishment.

WORK EXPERIENCE

Owner, Honesty Ventures   Jan. 2018 - Present

- **Successfully guide organizations in identifying and executing strategies to achieve growth**, through expanding into new markets, increasing sales, or improving operational efficiency, leveraging research, branding, advertising and public relations to effectively promote products or services to targeted audiences, resulting in significant revenue and market share gains.
- **Utilize tools such as Google Analytics, Semrush, Ahrefs, and HubSpot** to analyze marketing metrics, KPIs, and ROI to assess campaign effectiveness and drive continuous improvement.
- **Empower local businesses and startups through comprehensive educational initiatives**, equipping them with the necessary tools, strategies, and resources to confidently steer their marketing endeavors, foster revenue generation, and deliver sustainable value to their customer base.

Skills: Business Strategy | Google Analytics | Mailchimp | HubSpot | Semrush | Ahrefs | A/B Testing | Conversion Rate Optimization

Reporting Analyst, HealthStream   May 2022 - Present

- **Operate as the business analyst for a sales force with over 200 reps**, proactively aligning reporting needs with sales leadership vision, providing recommendations to improve business performance by developing new KPIs related to whitespace metrics and account performance to advance revenue comprehension and earning potential.
- **Lead the development, maintenance and support of advanced Power BI dashboards for sales operations**, enabling streamlined decision-making and strategic planning for leadership initiatives, such as quota performance and pipeline reporting, resulting in a 27% increase in user reporting confidence.
- **Designed and implemented a new training program for Power BI** reporting that increased adoption rates among salesforce users by 31% within the first quarter.

Skills: Quantitative Analysis | Power BI | SQL | Jira | Confluence | Salesforce | Agile Development | Project Management

Data Analyst, Dollar General Corporation   Feb. 2021 - May 2022

- **Drove operational efficiency within the supply chain organization through innovative system and process development**, implemented Power BI for real-time data analysis and visualization, consolidated 40+ reports, established automated data collection processes, and enhanced workflow efficiency for over 200 employees.
- **Independently designed, developed and implemented one of the most comprehensive cross-departmental reports**, which played a critical role in Dollar General's COVID-19 supply chain recovery, resulting in hundreds of millions of dollars in inventory recovery.

Skills: Supply Chain Optimization | Inventory Management | Power BI | Excel | 1010 Data | SQL | XML | Process Improvement

EDUCATION

Master of Business Administration, Marketing Analytics | University of North Alabama

Bachelor of Science, Multichannel Marketing | The University of Alabama
Honors College; Presidential Scholar; Hank Leonard Scholar; Levitetz Leadership Program

CERTIFICATIONS

Presenting Data and Information | Edward Tufte

Six Sigma White Belt | Aveta Business Institute

Data Driven Decisions with Power BI | Knowledge Accelerators